

# Data Profits Inc.



## Promotional Inventory: 3 Ideas to Make Profits Soar

How do you plan for promotional inventories?

The goal is to increase inventory amounts at the right locations to meet service goals and maintain additional inventory until the end of the promotion. After promotion has ended, the inventory should be back to the basic inventory level needed to meet service. The key piece being how to reduce inventory at the right time during the promotion to avoid lost sales and maintain service goals after the promotion without being overstocked. If you have a sales and ERP system that can track the actual life of the previous promotions and you have an event based forecast algorithms in your replenishment toolbox, then all is well in your world, maybe.... there are some other pieces that can help your business and this month we highlight a few ideas for you.

### Solution Found For Promotional Inventory Replenishment



#### Promotions are Huge, That Doesn't Mean Inventory Should Be

You're very familiar with the importance of promotions, how they can make or break sales figures for the quarter or even the year. But an extremely successful promotion brings to light a challenge: Inventory Replenishment. While we often think of general retail for sales events to model, it is the grocery industry and their weekly promotions that highlight the pain in the promotion link of a supply chain. Let's take a look at the root of the problem, and how the challenge can be overcome with ingenuity and technology to give you an edge over your competition. [Read More](#)

## **Data Profits Makes Managing Seasonal Demand Easier in 2016**



ATLANTA, August 16, 2016 – At this critical time of year, retailers rely on seasonal merchandise to reach their Fall sales goals. Retailers are also deep into planning and buying for Halloween and Christmas goods for 2016. To help retailers assess their 2016 performance and get a jump on 2017, Data Profits is offering retailers their new “Seasonality Tool Kit” as a free download. The kit includes a seasonal index calculator and Data Profits’ best demand forecasting advice as well as other useful information for optimizing inventory during peak seasons.

“With retailers starting pre-Thanksgiving sales earlier and consumers pushing their online shopping into Cyber Week, seasonal selling patterns are changing rapidly,” says Stuart Dunkin, CEO of Data Profits. “Unfortunately, many retailers are relying on legacy systems that cannot react quickly enough to maintain service levels.” [Read More](#)

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**Do you Know How Much to Buy of a Promotional Item or the Optimal Quantity to Stock of Top Selling Item? To receive suggestions and guidance for Optimizing Inventory, Please**

**Click on Offer Below:**



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### News

#### **How Amazon's Prime Day Creates New Challenges for Traditional Retailers**

*supplychainbrain.com* The upside is obvious: increased sales. The Christmas shopping season accounts for more than 19 percent of total U.S. retail sales, and many retailers rely on those few weeks for a much larger share of their annual revenues. So it behooves them...

#### **Hanjin's Woes Likely to Complicate Lives of Global Logistics Managers**

*logisticsmgmt.com* For many maritime and trade analysts, Hanjin Shipping’s receivership and bankruptcy filing suddenly exposed how fragile the world of shipping alliances and just-in-time supply chain management these days.

#### **Why Data Profits Software...**



"Data Profits iKIS was developed after years of inventory consulting with over 200 customers. Working with C level executives at many retail and wholesale establishments, we developed our unique and highly configurable BI dashboard, collaboration, and analysis software platform which provides demand forecasting, replenishment, lead time forecasting, optimization, and order management.".

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