

Top 100 Consumer Electronics Store Experiences 97.2% DC Service Level Attained and Rapid ROI with Data Profits

"Data Profits' iKIS business intelligence software proved to be a game-changing tool for Pamida during these tough economic times."

Randy W. Buffon, Pamida Stores VP of planning & inventory management

The Challenge

Pamida Stores, a privately held Midwest retailer that ranks as the 86th top consumer electronics store in the U.S., is aggressively **marching toward growth** through better operations while keeping focused on serving its customer base. The consumer electronics sector is a critical component to its growth strategy. To compete in consumer electronics, Pamida must keep the current best-selling gadgets and video games in stock and on the right shelves so customers can buy when and where they want. Electronics products are hard dollar and low margin, and it's a challenge for any retailer to keep the "it" products in stock.

As a result, **Pamida mixes its electronics inventory by at least 30%** on a monthly basis. This intense level of product swapping creates an inventory challenge. Pamida's team lead by CEO John Harlow, former COO of Circuit City and Randy Buffon, VP of planning & inventory management, knew there had to be a solution to the problem. After extensive research, the team selected Data Profits' **iKIS business intelligence software**, invented and developed by CEO Stuart Dunkin.

The Data Profits Solution

Data Profits is a SaaS-based solution that retailers like Pamida trust with one of their largest investments — their inventory. The key differentiators that attracted Pamida to Data Profits are its **real-time forecasting software** that enables **better collaboration and communication** along the unwieldy supply chain and its **Market Trend Indicator**, which is critical for the consumer electronics sector. While nearly every supply chain software vendor has seasonality trending mechanisms, Data Profits is the only BI software that provides its clients the ability to watch and predict market dynamics.

Pamida regards Data Profits as an important partner and a catalyst for growth: "Thanks to Data Profits, our electronics inventory management operates like a well-oiled machine, keeping our shelves stocked with the best-selling electronics products. It's working. Our **DC Service Level Attained improved 40 basis points to 97.2%** and the reliability of our forecasting had the largest gain of 16.9%, moving Pamida to a 98.2% accuracy," said Buffon.

The Results:

- With Data Profits' iKIS software, Pamida increased its electronics DC Available In-Stock by 19.1%
- Data Profits' iKIS software improved Pamida's electronics DC Forecast Accuracy 16.9% to 98.2%
- ROI was realized in first 60 days by Pamida's consumer electronics power users of Data Profits iKIS software

About Data Profits: Data Profits delivers results to retail and wholesale operations via fast setup, low cost, and use of leading inventory management algorithms. The results reported here aren't typical. Data Profits' vision is to enable customers to find profit in their data by tightening the links in their supply chain.