

Park City Group's Big Data Analysis Delivers Seven Percent Sales Trend Increase in Bakery

Written by Australian Business

SALT LAKE CITY--([BUSINESS WIRE](#))-- [Park City Group](#) (NASDAQ: PCYG), a leader in consumer goods software-as-a service supply chain technology designed to increase sales and reduce out-of-stocks, announced through analysis of “big data” and corrective actions, a retail client’s sales trends in the commercial bakery category increased by seven percent in an otherwise stagnant market.

“Getting results from analysis of big data is what we have been doing with our clients for years. Enabling change, re-orienting actions and tracking progress toward achieving goals provide incredible results such as sales increases near double digit figures,” said Randall Fields, Chairman & CEO of Park City Group. “In addition, the big data analysis we execute uncovers and corrects issues with high product returns, reducing waste by an average of 35 percent.”

Park City Group provides “big data” analysis as part of an end-to-end suite of scan-based solutions that also includes store-item level replenishment.

About Park City Group

Park City Group (NASDAQ: PCYG) is a Software-as-a-Service (“SaaS”) provider that brings unique visibility to the consumer goods supply chain, delivering actionable information that ensures product is on the shelf when the consumer expects it as well as providing food safety tracking information. The Company’s service increases customers’ sales and profitability while enabling lower inventory levels and ensuring regulatory compliance for both [retailers](#) and their [suppliers](#). Through a process known as [Consumer Driven Sales Optimization™](#)

, Park City Group helps its customers turn information into cash and increased sales, using the largest scan based platform in the world. Scan based trading provides retail trading partners with a distinct competitive advantage through scan sales that provides store level visibility and sets the supply chain in motion. And since it is scan based, it can be used in a Direct Store Delivery (DSD) or warehouse setting. More information is available at www.parkcitygroup.com