AccuWeather D³: Data Driven Decisions

From optimizing demand planning at the SKU and store level, to immediate marketing responses to weather events, AccuWeather D³ brings you unique solutions based on our customizable, proprietary data, warnings, and forecasts. Solutions are tailored to your specific needs to improve sales forecasts, marketing, or logistics, allowing you to benefit from weather changes that impact your business. Recognized as the best and most actionable in the industry, serving more than 240 of the fortune 500 companies, AccuWeather’s global weather leadership and expertise will enable you to maximize your return on weather-driven opportunities through robust, tailored analytical services.
AccuWeather D³ analytical services provide clients with unique and actionable weather insights, allowing you to leverage weather variance for increased profits. Your success is our success.

/Data: Superior Accuracy™
AccuWeather understands the science of weather, harnessing the power of complex, big data to provide analytics tailored to your business goals, all with Superior Accuracy. Our staff of over 114 expert meteorologists generates and analyzes forecasts for any latitude/longitude on Earth. Our comprehensive forecasting capabilities offer the most accurate, actionable, and timely weather information available about hurricanes, tornadoes, blizzards and many more types of weather. Seasonal weather triggers that affect consumer buying behavior, such as the exact date of the first warm spring weekend in each location, are a specialty!

/ Decisions: Business Impact
AccuWeather takes complex data models and solutions and translates them into custom, actionable insights and implications, helping you make the best business decisions at every phase. Weather can vary from region to region each year. Organizations that employ previous years’ sales analysis as a technique to project the same period of upcoming performance do not benefit from forward-thinking weather and climate variability correlations. The result could be ineffective marketing and promotion, unnecessary expense and lack of brand optimization over time. Analyzing the impact of weather events such as floods, hurricanes, tornadoes, hail, or temperature fluctuations on households and businesses allows clients to take advantage of both positive and negative weather events to drive business results.

/ Driven: Targeted Solutions
AccuWeather’s comprehensive weather-triggered modeling drives new high-impact solutions – from production planning and placement sell-in to digital advertising and promotion sell-out – when and where you need them most. We help organizations by conducting in-depth Multivariate Data Analysis comparing up to 200 different weather metrics with sales data, isolating key weather metrics that hold the greatest variance on specific sales, not industry generalizations. We define regionally and seasonally-specific weather impacts to create, generate, maintain and update weather-based predictive sales models so that your organization can build your credibility and enable you to proactively benefit from weather changes to improve effectiveness of your supply chain, marketing, and revenues.

“Contacting customers ahead of major weather events builds brand loyalty for us and prompts them to buy from us right when they need products based on the changing weather. AccuWeather D³ helps us increase sales with relevant and timely messages.”
– Email Marketing Manager, $6B Retailer

Let us show you how we help many different industries – retail, insurance, seasonal goods manufacturing, security services, logistics, and more – to optimize production and procurement, position sufficient product at the right locations, and plan staffing to maximize profits.

/ Proven Successes
Only AccuWeather has designed, installed and perfected a system to collect, correct and validate public weather data sets, in addition to owning and utilizing proprietary data to provide comprehensive actionable analytics assessment. And only AccuWeather delivers the Superior Accuracy™ in weather information that enables you to effectively prepare, plan for, and respond to all weather extremes.

• Based on weather regression analysis studies performed for numerous retailers, restaurant chains and manufacturers, AccuWeather has helped clients uncover previously unknown relationships and patterns to historical weather events. Once the impact of weather is better understood, clients have been able to use that unique insight to better explain why their sales are up or down and better manage the impact it has on their business.

• Our customers include 82 of the Fortune 100, over 240 of the Fortune 500 in finance, telecommunications, media, manufacturing, transportation, retail, and many other segments, as well as over 500 government agencies. Every day over a billion people worldwide rely on AccuWeather to help them plan their lives, protect their businesses, and get more from their day. Our forecasts are available on smart phones, tablets, free wired and mobile internet sites, connected TVs, and Internet appliances, as well as via radio, television, and newspapers.

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Call 814.235.8600 today to learn more about AccuWeather D³: Data Driven Decisions.