



Weather-Triggered Analytics

From optimizing demand planning at the SKU and store level, to immediate marketing responses to weather events, AccuWeather brings you unique solutions based on our proprietary data, warnings, and forecasts. These solutions are tailored to your specific needs to improve sales forecasts, marketing, or logistics to profit from weather anomalies that impact your business. Recognized as the best and most actionable in the industry, AccuWeather's global weather expertise will enable you to maximize your return on weather-driven opportunities.



Our analytical services provide clients with unique and actionable weather insight allowing you to leverage weather variance for increased profits. As always, your success is our success.

/ Comprehensive Global Weather Forecasts

AccuWeather's staff of over 114 expert meteorologists creates our own forecasts for nearly 3 million locations worldwide. Our forecasting capabilities offer the most accurate, actionable, and timely weather information available for hurricanes, tornadoes, blizzards and more. Seasonal weather triggers that affect consumer buying behavior, such as the exact date of the first warm spring weekend in each location, is our specialty!

/ Site Specific and Customized to Your Needs

Knowing exactly how weather will affect each of your locations builds your credibility and enables you to promptly take the right course of action. We help organizations by performing in-depth Multivariate Data Analysis comparing over 200 different weather metrics with their sales data, isolating those key weather metrics holding the greatest variance on their 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 proactively exploit weather anomalies to improve effectiveness of your supply chain, marketing and sales revenues.

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

/ Turn Weather Events into Profits

Weather can vary by region and from year to year. Organizations that employ previous years' sales analysis as a technique to project the same period of upcoming performance do not benefit from understanding weather and climate variability. The result could be ineffective marketing and promotion, unnecessary expense and subtle brand damage that can occur 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.

"Contacting customers ahead of major weather events builds brand loyalty for us and prompts them to buy from us right when they need product based on the changing weather. AccuWeather's weather-triggered analysis helps us increase sales with relevant and timely messages."

– Email Marketing Manager, \$6B Retailer

/ Proven Success

Few tactical decisions have as much strategic importance as selecting the right weather partner. Many sources offer weather information today, and raw weather data is widely available on the Internet. Yet over the past 20+ years only AccuWeather has designed, installed and perfected a system to collect, correct and validate all public weather data sets in addition to owning and utilizing proprietary data. **Against this foundation, 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, 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.





Call 814.235.8600 today to learn more about
Weather-Triggered Analytics from AccuWeather.



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