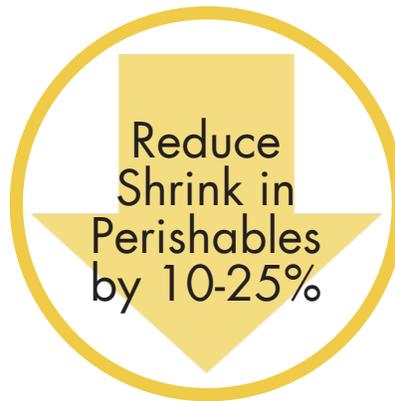


Weather matters. A lot.

Fuel your AI forecasts, core technologies, and operations with the ability to quantify retail's most persistent external sales driver: **the weather**



Weather volatility is the most impactful climate-related risk consumer businesses face today. No other external driver impacts companies as directly, frequently, continuously, and meaningfully as changes in the weather. More than a trillion dollars in retail sales are directly influenced by the weather every year, yet it remains the least understood, the least measured, and the least acted upon factor affecting business performance.

Planalytics is changing this.

CAPTURE SALES OPPORTUNITIES & GROW PROFIT MARGINS

Planalytics is the leading global provider of Weather-Driven Demand® analytics. We provide a real-world-tested, feature-engineered dataset that leverages AI to translate complex meteorological data into actionable business metrics.

Retailers and consumer-centric businesses leverage Planalytics to:

- **Gain a weather-adjusted perspective** to accurately evaluate sales, promotions, and marketing campaigns;
- Incorporate Weather-Driven Demand projections **to improve AI forecasts, planning & allocation and replenishment;**
- **Boost digital conversion & ROI** by aligning campaigns with favorable consumer demand, and quantify and **proactively manage the purchasing impacts of extreme weather events.**

Our clients consistently realize substantial returns, including 2–6% profit enhancement, up to 2% in additional annual topline sales, and 2x effectiveness in digital marketing campaigns.

Weather matters. A lot.

BENEFITS

Planalytics has enabled top retail chains across the globe realize significant benefits with predictive demand analytics.

Examples of key gains clients have achieved with Planalytics include



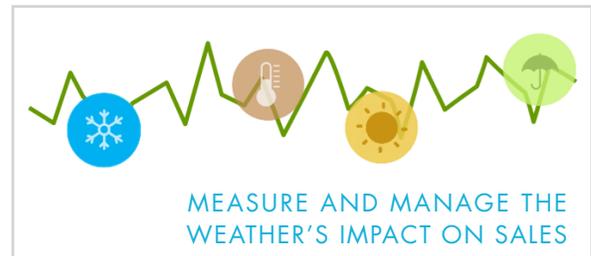
GETTING STARTED

The quickest way for companies to precisely quantify how the changes in the weather affect sales and confirm the financial returns that more accurate, weather-adjusted demand forecasts provide is to begin with a pilot that includes an upfront Weather Impact Analysis.

The analysis process combines multiple years of product and store-level sales history with corresponding weather data by time period (day or week) for each location. Planalytics identifies the weather's influence on demand and the degree of sales variability these relationships generate

across products, time frames, and locations. Deliverables from the initial analysis include highlights of product-level weather sensitivities, the related revenue volatility, and the forecast accuracy improvements that are realized by incorporating predictive demand analytics.

Once the weather impact modeling process is complete, a company can access and utilize live, updating analytics for various



products over several weeks. By using the key metric of Weather-Driven Demand (WDD®) in real-time, the business can experience how demand forecasts adjust for changes in the weather and capture improvements in key performance metrics.

INCORPORATING WEATHER-DRIVEN DEMAND® ANALYTICS

With the influence of the weather systematically updated and precisely translated into a business-friendly metric, retailers are able to rapidly incorporate WDD insights into existing processes and technology solutions. WDDs quantify how much the weather alone has affected or will affect demand, adding value to performance analysis, merchandise planning & allocation, markdown management, and digital marketing & advertising.

