

PREDICTIVE WEATHER-DRIVEN DEMAND ANALYTICS

Gain the Competitive Advantage



Quantify how much category demand increases or decreases due to changes in the weather.

OVERVIEW

For DIY businesses in general, and particularly outdoor power equipment products, no other external variable has the ability to influence sales as frequently, immediately, or meaningfully as the weather. The conditions outside significantly impact consumer purchasing decisions for lawn & garden needs, exterior maintenance, and other projects. And, because the weather is always changing, businesses face ever-changing shifts in demand for specific products. Planalytics' Weather-Driven Demand (WDD) analytics enable retailers to precisely measure the impacts, proactively align inventories with demand, optimize marketing campaigns, and increase sales and profit.

HOW DOES PLANALYTICS HELP?

Build more accurate financial plans and demand forecasts.

Planalytics removes weather's volatility from historical sales results to provide companies with a WDD-adjusted planning baseline. Instead of "chasing" last year's weather conditions, businesses gain better visibility into the shape of their season so they can more effectively detect when, where, and how much demand will ramp up, peak, and slow down. From a planning perspective, the analytics

identify and quantify the weather-based demand volatility in the prior year's performance, removing error in business forecasts.

Monitor and manage weather's impact throughout the season.

WDD information is updated as the season unfolds enabling companies to easily quantify and track sales impacts. Suppliers often share this information with key accounts to understand performance and collaborate on future actions such as replenishment, promotions, and end-of-season inventory management. Near-term (next 2 weeks) insights and analytics that incorporate daily weather forecasts are available to inform various in-season decisions.

Capture additional sales.

Companies can identify weather-influenced demand spikes and position their inventory or target campaigns to capitalize on sales opportunities and maintain healthy in-stock levels.

View weather in a business context.

Information can be viewed by specific retail accounts to understand each chain's profile (e.g. location of stores, calendars, etc.) enabling suppliers to effectively communicate and plan with buyers/category managers.