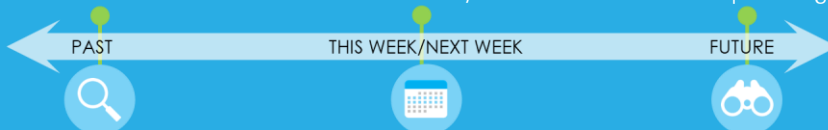


THE WEATHER NEVER STOPS

Weather volatility is a reality that makes it challenging for businesses to plan effectively and keep inventories, operations, and resources aligned with shifting consumer demand trends.

REPORTING

How has the weather affected our sales?



IN SEASON OPTIMIZATION

Account for the impact upcoming weather will have to optimize resources more effectively.

PLANNING

How do we account for weather's impact in past performance when planning?

THE HIDDEN COSTS OF WEATHER

7%
COOLER



Dallas
Q1 '18 vs. '17

12%
WETTER



Chicago
Q3 '18 vs. '17

Companies unintentionally add substantial error to their business forecasts by failing to account for weather volatility – year after year.

\$4.1
BILLION



DIY Stores
Mar-Apr-May

\$3.1
BILLION



Apparel Stores
Sep-Oct-Nov

Examples of how much revenue the weather “puts in play” for two retail sectors during specific time periods.

15%



The probability of last year's weather impact repeating.

85%



Reverse the odds with deweathering.

WEATHERIZING YOUR BUSINESS

Understanding and managing weather's impact across the business remains a huge, untapped area for profit enhancement.

Products can see up to
30% improvement
in forecast accuracy

On average, companies can realize a
5% improvement
in forecast accuracy across the total business

Increase net income
2% to 6%
by optimizing inventories and reducing lost sales



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QUANTIFYING WEATHER'S IMPACT

WEATHER DATA ≠ WEATHER ANALYTICS

Weather's influence on consumers is complex and nuanced. Planalytics understands it — we've analyzed over 10 trillion point-of-sale transactions.



WEATHER

YOUR
SALES DATA

WDD

Weather-Driven Demand

weather-driven demand (WDD) \ weather's impact expressed as a % or unit change compared to LY

INTEGRATING WEATHERIZATION

Available on
SAP Store



Planalytics partners with several leading companies to seamlessly deliver Weatherization, including SAP.

ABOUT PLANALYTICS

Planalytics is the leading provider of weather-informed demand analytics for retailers and retail suppliers. Our company-specific analytics and calculations enable businesses to understand and effectively manage the impacts of never-ending weather volatility on sales and profitability.

