

PLANALYTICS PREDICTIVE DEMAND ANALYTICS

Gain the Competitive Advantage



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

WHO IS PLANALYTICS?

Planalytics, Inc. is a global leader in predictive Weather-Driven Demand® analytics. Through advanced weather analysis technologies, planning and optimization solutions, and industry-specific expertise, Planalytics helps companies assess and measure weather-driven impacts and effectively manage the never-ending variability of climate. Leading retailers, food and beverage companies and consumer goods/services companies use Planalytics to “weatherize their business,” taking advantage of opportunities to increase revenue while deploying strategies to reduce costs and protect margins during periods of risk.

WHAT DOES PLANALYTICS DO?

Planalytics has analyzed over 10 trillion sales transactions across thousands of categories. Planalytics leverages this deep experience to provide companies with Weather-Driven Demand (WDD®) indices that quantify how much category demand increases or decreases due to changes in the weather. Planalytics’ modeling process isolates the weather’s impact on sales from other factors and provides a business-friendly number (e.g., percentage change vs. last year or normal, etc.) companies can utilize.

Retailers typically see 2-8% of their total annual revenue affected by the weather. For highly seasonal products (e.g. air conditioners, winter coats, etc.), suppliers and retailers experience 15-40% weather-based swings annually. For both transactions and for specific categories, the weather impacts can be significantly higher in any given week or market.

HOW DOES PLANALYTICS HELP?

Weather Adjusted Sales provide a weather-neutral perspective that allows businesses to better evaluate how different areas of the business are truly performing.

Improve forecast accuracy by 5% overall and up to 30% on highly sensitive products by quantifying and removing weather-driven distortions from past sales data. Monitor and manage weather’s impact throughout the season.

Businesses typically realize 50 to 100 basis points in incremental revenue and 200 to 600 basis points of additional net income by planning from a deweatherized baseline.

Planalytics’ Weather Impact Models isolate weather influences from seasonal, trend, and other business elements (for example, price), identifying demand correlations, sales sensitivities for specific times and locations, and a measurement called Weather-Driven Demand (WDD). WDD is the metric businesses use to track Weather Adjusted Sales and to correct actual sales performance for weather volatility (or “deweatherizing” sales.)



REPORTING BENEFIT: Improved Visibility into True Performance

Weather Adjusted Sales level-set results by taking out the impacts of favorable or unfavorable weather enabling businesses to more effectively compare results for different markets, gauge category growth rates, or evaluate promotional activities.



PLANNING BENEFIT: Enhanced Profit with Better Plans

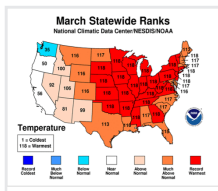
Building plans from a weather-cleansed or deweatherized sales baseline reduces forecast error and translates into less lost sales and lower inventory-related costs.

CASE STUDIES

Inventory Management

SITUATION

The U.S. experienced the warmest March ever recorded in history.



ACTION

Wholesale retailer's supply chain team utilized Planalytics' weather-driven demand information to push inventory into high demand areas.

Region	MAX TEMP VS NORMAL (°F)						
	3/10 Sat	3/11 Sun	3/12 Mon	3/13 Tue	3/14 Wed	3/15 Thu	3/16 Fri
Atlanta	0	3	3	10	17	18	18
Dallas	8	4	7	13	11	15	13
Indy	12	15	17	21	29	25	24
Kissimmee	2	0	2	3	5	3	3
Mt Top	-5	10	19	21	15	11	9

RESULT

A 99% in-stock rating at wholesale retailer was retained during the warmest March in history.

**99%
IN STOCK
RATING**

In-Season Replenishment

SITUATION

Supplier worked closely with a key retail customer to identify regions where the weather would boost demand for its wiper blade products.



ACTION

To effectively collaborate with their retail partner, supplier produced very simple and actionable 2-week sales forecasts that incorporated weather-driven demand, historical POS and real-time inventory information to highlight sales opportunities.

MARKET	NEXT WEEK #1 02/06
Bellingham, WA	186%
Seattle, WA	152%
Portland, OR	152%
Bismark, ND	79%
Billings, MT	66%
San Francisco, CA	65%
Denver, CO	57%

RESULT

Supplier helped drive additional transactions through the retailer which led to an incremental in-season buy of over 10,000 units totaling over \$150,000.

**CAPITALIZED ON A
\$150,000
INCREMENTAL BUY**

Promotional Analysis

SITUATION

Supplier wanted to understand why their product did not perform well while included in a retailer's advertisement.



ACTION

They analyzed the WDD information for the location and product to understand if weather was favorable or unfavorable during the promotional period.

WDD Actuals														Current			

RESULT

Weather was abnormally cold and snowy, not conducive for product sales. This explained the poor performance to the retailer and helped boost their confidence in the product.

**UNDERSTAND
PROMOTIONAL
PERFORMANCE &
BOOST RETAIL
CONFIDENCE**