

Weather Signals for Tableau

Uncover the weather relationships that matter to your business

Weather is constantly changing, impacting your business in ways that are often difficult to quantify and visualize.

Weather Signals from The Weather Company®, an IBM® Business, uses proprietary analytics to help tell your business's weather story. Our scientists match your historical operational data with historical weather information to provide you with both high-level and granular perspectives on how weather affects your business.

Forecast the impacts of weather

From supply chain and demand to store performance and customer engagement, your company ebbs and flows based on weather conditions—even if you can't always see how.

Many retailers may rely on past experience to plan for the future, but changing weather patterns can often render these comparisons inaccurate. Deciding when to change displays, order more inventory, launch a promotion or host in-store events based only on what happened before can lead to failure.

The Weather Signals models help you predict business trends by learning from historical weather impact on your business and using these insights to guide upcoming forecasts. Weather Signals can help to

- Optimize inventory by identifying how upcoming weather may impact demand by location.
- Increase sales by promoting products and services that are more likely to be in demand during certain types of weather.
- Improve staffing strategies by predicting the effects of weather on store traffic for each location.

How it works

1. Data transfer and upload

Weather Signals merges and matches your business data with historical weather information in your Tableau environment. Simply choose and prepare performance metrics, such as sales, promotions, inventory, customer traffic or service calls. Our input dashboard helps guide you through this step.

2. Run the Weather Signals forecast model

This combined data set is used to train our proprietary prediction model to generate weather-driven performance metrics and insights by location, product category and season.

3. Deliver insights

Overviews and visualizations of these results are presented using interactive Tableau maps, charts and table views. These insights are designed to help you prepare for and react to upcoming weather, so you can optimize spend, improve operations and increase profits.



Use weather to help solve business challenges:

- Predict weather-related changes to supply and demand.
- Optimize processes such as staffing and inventory.
- Lower costs by reducing weather-related losses.
- Accelerate response to customer needs.
- Predict potential disruptions in operations.

To learn more about how Weather Signals for Tableau can help you gain the speed and bandwidth needed to analyze operational data, identify weather correlations and drive better outcomes, visit the [IBM Marketplace](#).

[Click here](#) to request trial access to Weather Signals for Tableau.

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An IBM Business

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