

Weather Signals

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

Across virtually all industries, business ebbs and flows based on weather conditions—even if you can't always see how.

Weather Signals helps give you the bandwidth to analyze your own custom data for weather-based insights that may translate into direct business outcomes. The solution also helps you identify the types of solutions that may deliver the most value, such as data packages or weather alerts.

Custom weather analysis delivered to you

Insights generated by Weather Signals are delivered as written overviews and tabular outputs describing weather and business anomalies, correlations, causalities and thresholds by location and category.

You provide our data scientists with the data you want analyzed. This can include information about sales, promotions, inventory, attendance, traffic, delays, cancellations, service calls, outages, arrivals or insurance claims. Using our propriety models, our scientists analyze this data alongside historical weather information by date, time and location. This analysis is designed to reveal the areas of your business that are most weather-sensitive.

With this understanding of how weather impacts your business, our scientists generate short- and long-term forecasts to help improve your business forecasting and operational plans. The result is a solution designed to help you increase sales, customer satisfaction and profits.

To learn more about Weather Signals, visit the [IBM Marketplace](#).

ibm.com/weather



Weather data can help:

- 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.

The Weather Company
An IBM Business

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