

Weather matters to retail organizations



We surveyed **1,000 C-level executives representing 15 countries and 13 industries** to find out how weather impacts organizations. Here's what we learned from 100 executives in the retail and consumer products industries.

Weather often has a negative impact on business

56%

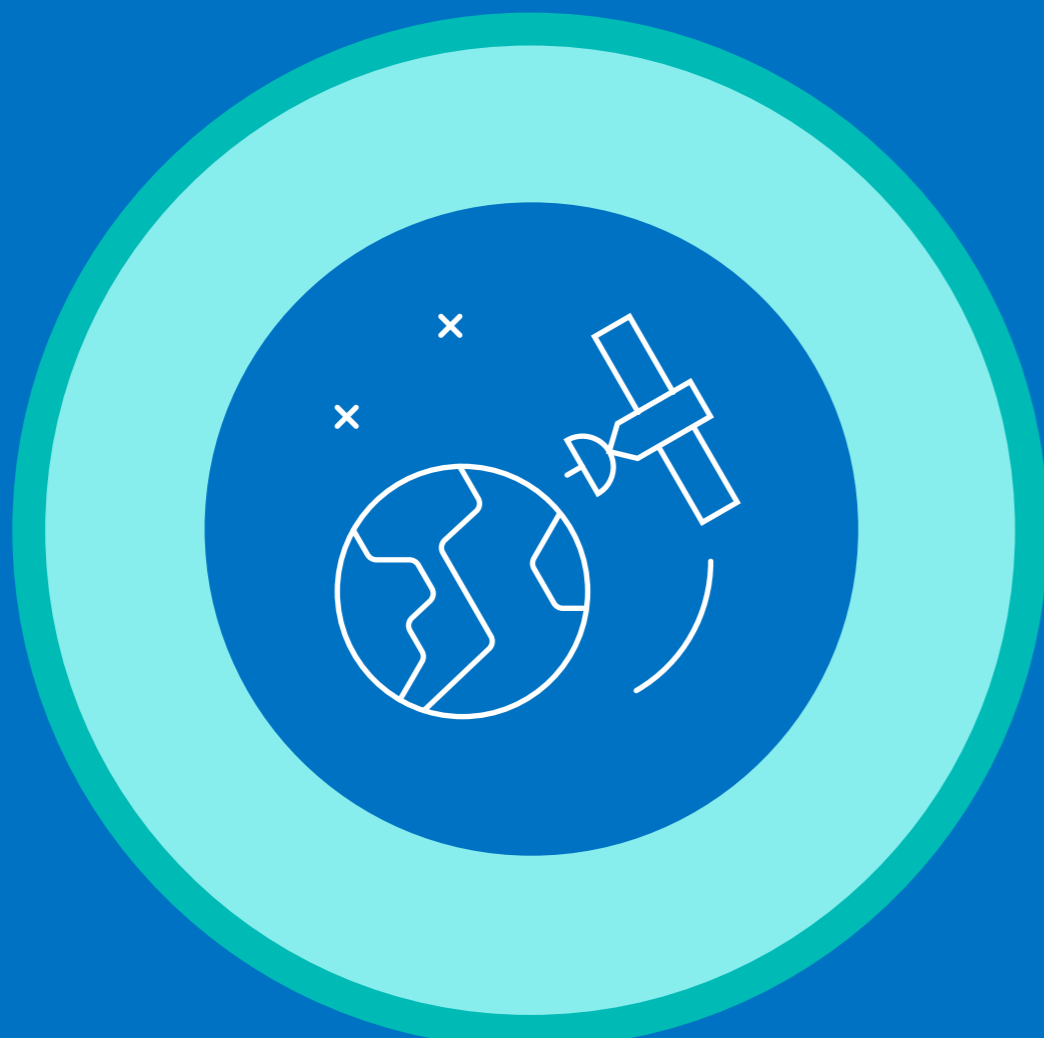
report that weather has **negatively impacted revenue** in the past 12 months



68%

also say weather has **negatively impacted operating costs** in the past 12 months

But weather insights can turn the lows into highs

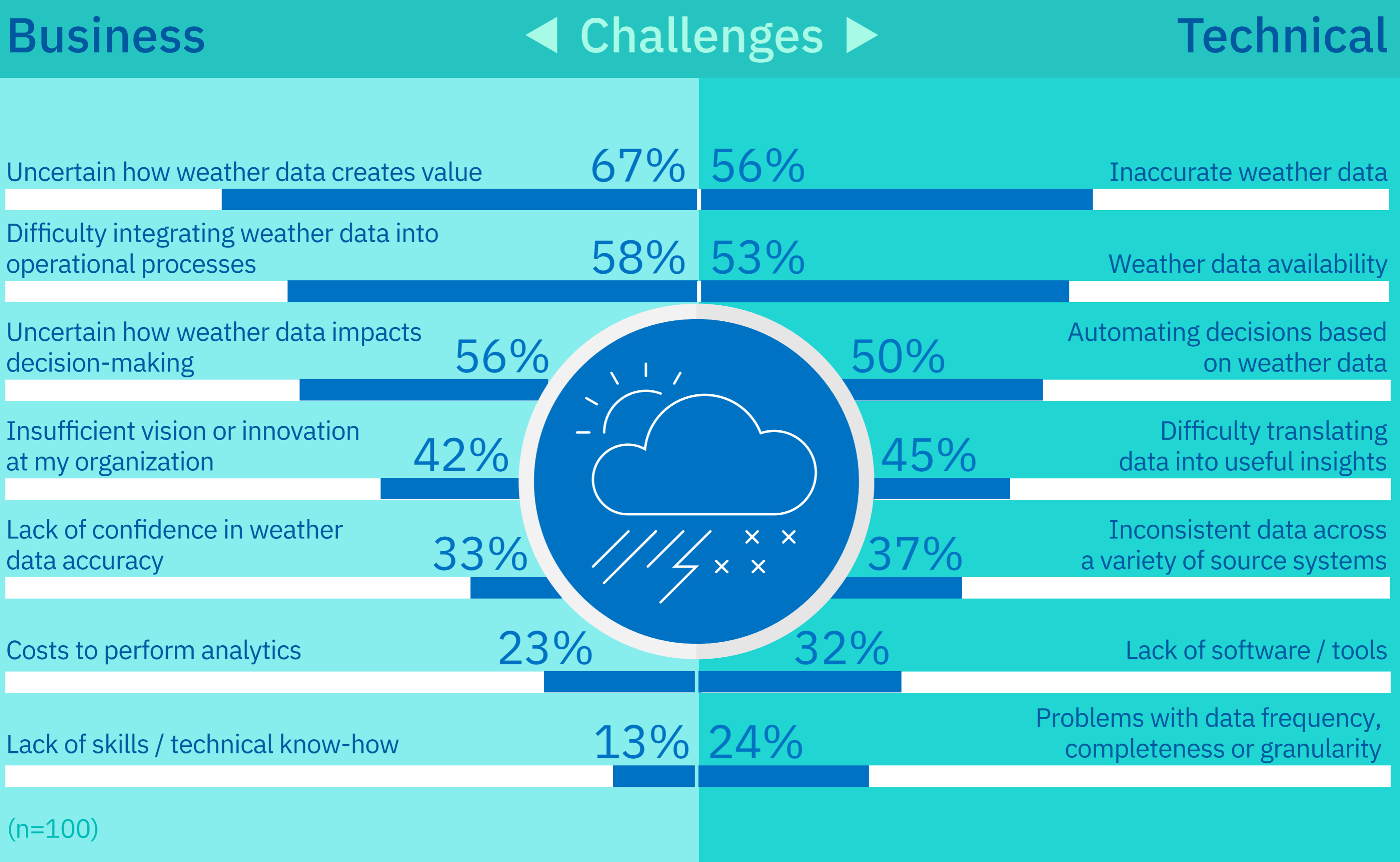


100% expect improved weather insights could lead to **annual revenue growth**



100% say weather insights could **reduce annual operating costs**

So what's stopping executives from gaining better weather insights?



Find out how your organization can overcome these obstacles.

1

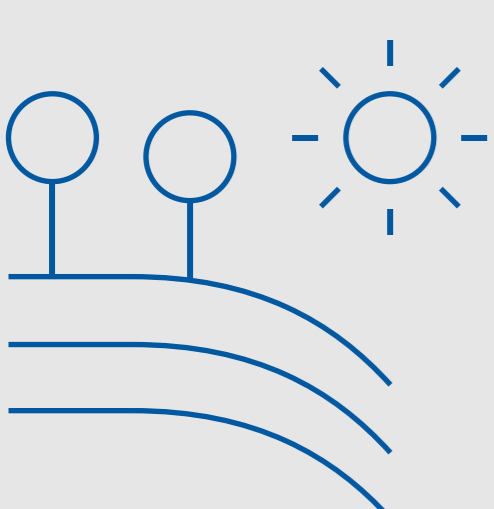
In what ways are weather-related insights influencing decision-making in your organization?

2

How could weather insights improve your operational planning?

3

How can you access the capabilities necessary to leverage weather insights?



Stop wondering if a hard rain's going to fall and learn how to put weather to work.

Visit: ibm.biz/justaddweather