

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

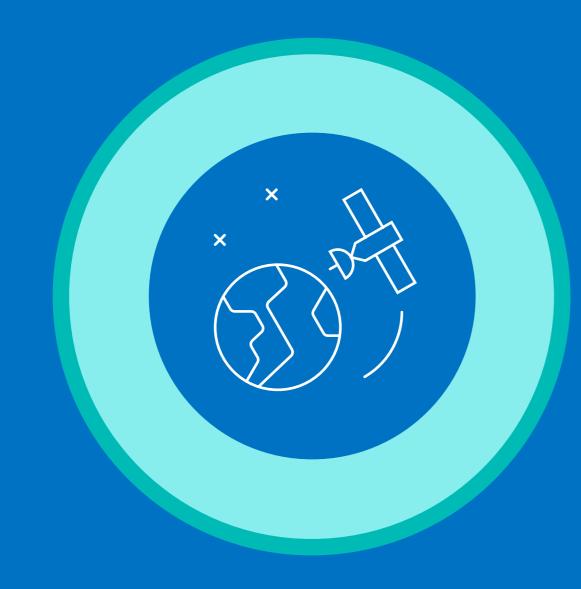
56%

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



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?

■ Challenges ► **Technical** Business 67% 56% Uncertain how weather data creates value Inaccurate weather data Difficulty integrating weather data into 58% 53% Weather data availability operational processes Uncertain how weather data impacts Automating decisions based 56% 50% decision-making on weather data Insufficient vision or innovation Difficulty translating 42% 45% data into useful insights at my organization Lack of confidence in weather Inconsistent data across 33% 37% data accuracy a variety of source systems 32% 23% Lack of software / tools Costs to perform analytics Problems with data frequency, 13% 24% Lack of skills / technical know-how completeness or granularity (n=100)

can overcome these obstacles.

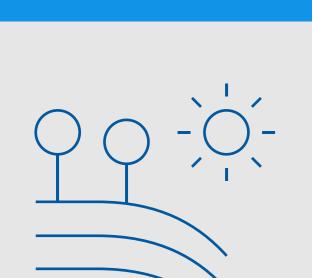
Find out how your organization

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

insights improve your operational planning?

How could weather

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



Stop wondering if a hard rain's going to fall and

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learn how to put weather to work.