

Weather Signals

Uncover the weather relationships that matter to your business

Weather is a constant in that it's constantly changing – affecting your business in different ways that are often difficult to quantify and visualize with your existing resources. Let us help tell your business' weather story with proprietary analytics using The Weather Company's Weather Signals service.

Our expert scientists will take the data you provide, match it with historical weather data, and provide you with both an overview and drilled-down perspectives into how weather affects your business from top to bottom.

Tell the Right Weather Story

From retail to insurance, media and entertainment to aviation, energy to telecommunications, your industry ebbs and flows based on weather conditions – even if you can't yet see how.

Our Weather Signals solution service helps gives you the bandwidth needed to analyze your own custom data to find correlations, causalities, and thresholds. You can then translate this data into direct business reactions and outcomes by learning where you can derive the most value from The Weather Company's Data Packages or Weather Company Alerts.

Custom Weather Analysis Delivered to You

Weather Signals is delivered to you as written overviews and tabular outputs of weather and business anomalies, correlations, causalities, and thresholds by location and category.

You select and deliver to our data scientists the business data that you want analyzed. For example this can be sales, promotional, and inventory data, attendance and traffic data, event delays and cancellations, service calls, outages, on-time arrivals, or insurance claims. Using our proprietary Weather Signals models, our data scientists will analyze your business data along with our historical weather and footfall data by day, time and location. The analysis will reveal those areas of your business that are most weather sensitive. The results will include all key findings including anomalies, correlations, causations, and thresholds.

Once you have a better understanding of where and how weather is impacting your business, our data scientist can then run our proprietary forecasting models, again using your business data and our short and long-term weather forecasts to help you improve your business forecasting and operational plans.

Our Weather Signals Service can help your organization better prepare for and respond to weather conditions to increase sales, customer satisfaction and overall profits.



Weather Data Can Help:

- Predict effects on supply and demand.
- Understand effects on business and financial performance.
- Optimize processes and lower costs.
- Avoid losses and accelerate customer response.
- Optimize staffing and predict potential disruptions in operations.

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The 
Weather
Company
An IBM Business

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