

Travel Time Forecast

Combining weather and traffic data to enable smarter decisions

Traffic can cause a variety of problems for businesses across industries, including shipping delays, missed flights and disgruntled customers.

But although you can't eliminate traffic, the ability to better understand its effect on business operations could potentially yield huge benefits. Anticipating the amount of traffic on a given road at a specific time could unlock the ability to improve supply chain operations, decrease costs, and increase customer satisfaction through more informed decision making.

But how do you get there?

Combining weather and traffic data to drive insight

Travel Time Forecast from The Weather Company, an IBM Business, helps businesses gain insight into future traffic patterns by combining the two key components for predicting traffic.

The first component is historical traffic data, the best predictor of future traffic. If all other factors are constant, a crowded road at 5:00 p.m. last Monday will probably be crowded again at 5:00 p.m. next Monday.

The second key component is weather, the single largest influencer on traffic. Whether it's rain, snow, fog or sunshine, the weather significantly impacts driver behavior, street conditions, and the amounts of vehicles that are likely to be on the road.

By analyzing weather forecasts with historical traffic data, Travel Time Forecast helps businesses make better traffic decisions and reduce errors.

Predicting traffic through analytics

Travel Time Forecast uses advanced analytics to quantify the potential traffic impact of more than three dozen weather conditions, including various types and severity levels of storms, fog, haze, sleet, snow, and more. This insight is applied to historical records of traffic patterns at specific times and locations to help yield a more accurate, hyperlocal predictive model for traffic patterns for a specific area at a certain time.

With industry-leading weather forecast [accuracy](#), Travel Time Forecast provides data on weather-traffic impact factors for four million miles of US roadways with 500 meter granularity. This helps business anticipate with a high-level of accuracy the likely traffic patterns and road speeds for their shipping routes, customer commutes, or other traffic-dependent business factors.

The benefits of understanding weather's impact on traffic

This new level of insight can help businesses across industries make smarter, faster business decisions regarding the likely effects of weather on upcoming traffic.

Examples include:

- Reduced electronic logging device (ELD) violations by enabling better routing decisions and more accurate forecasting of how long a trip will take to complete
- Improved customer satisfaction by providing advanced warnings of unusually long commute times to end users
- Increased sales volumes for navigation companies through more accurate drive-time estimates and smarter routing suggestions
- Faster power restoration with the ability to route utilities repair crews around expected traffic delays

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