

# 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 simply choose and deliver to our expert scientists your data set, which can include sales, promotional, and concession inventory statistics; attendance and location traffic numbers; event delays and cancellations; service calls; outages; on-time arrivals; and insurance claims. We then combine your numbers with our historical weather and/or footfall data sets. Our scientists highlight the relevant weather impacts on your business using the proprietary Weather Signals models, and within 3-4 weeks, you will receive an overview of our key findings, anomalies, correlations, causations, and the output of thresholds.

This data is invaluable in helping your business both prepare for and react to weather conditions to help maximize your business spend, operations, and net 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  
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