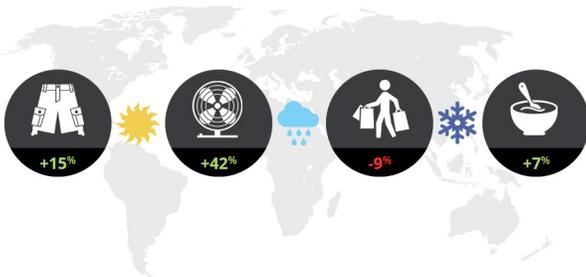


# Integrating Weather Analytics Into Your SAS Environment



No other external variable has the ability to shift consumer buying behavior as frequently, directly, and meaningfully as the weather. SAS and Planalytics have partnered to make sure your demand forecasts are factoring in never-ending weather volatility.

As a consumer-based business, you know that the weather influences the decisions people make every day — from what they are wearing to what they have for lunch to the activities they choose to pursue. This results in constant weather-based demand shifts that are a challenge for companies to measure and manage.

## WEATHER CORRECTED = BETTER PERSPECTIVE

Planalytics and SAS have collaborated to provide a turnkey solution that enables you to quantify the impact that changes in the weather have on product-level sales. Planalytics Weather-Driven Demand (WDD) calculates how much the weather alone affects demand by product, time, and location. SAS integrates Planalytics WDDs to tune demand forecasts, adjust supply chain calculations and improve operational decisions.

Business value is realized through two integration approaches.

- 1. "Deweatherize" historical sales.**  
This provides a more accurate, cleansed baseline for demand forecasts by adjusting for prior weather impacts.
- 2. "Weatherize" or tune in-season demand forecasts.**  
This is accomplished by incorporating expected impacts based on near-term weather outlooks.

Improve planning accuracy by **20% or more** for specific products

Increase total topline sales by **50-200 bps**

Increase net income by **2 to 6%** by optimizing inventories and reducing lost sales



SAS incorporates WDD information into several applications including Visual Analytics and Forecasting.

## GAINING A CLEARER PICTURE OF DEMAND WITH WEATHER ANALYTICS



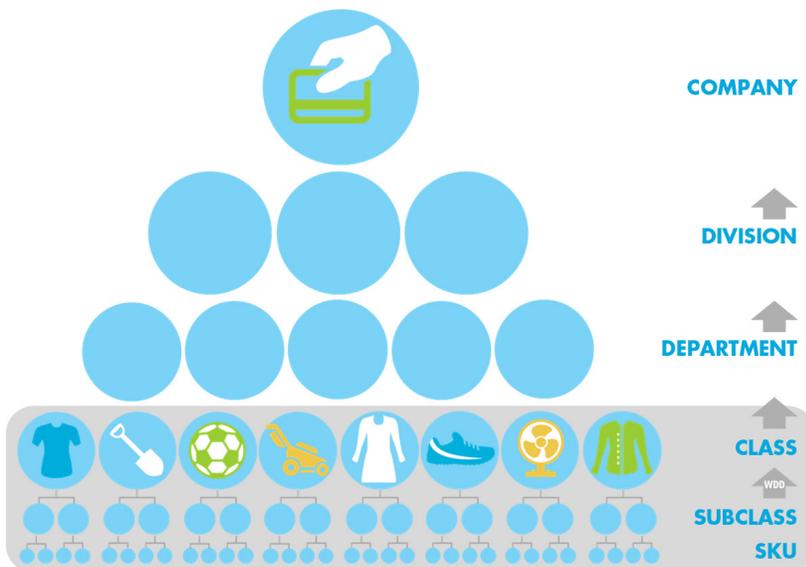
Aligning your business to meet consumer demand may start with historical sales data but it should certainly not end here. Harnessing the value of Big Data analytics allows your company to respond to the abundance of variables that influence purchasing patterns. By seamlessly integrating Planalytics' WDD values into its demand algorithms and forecasts, SAS is enabling

companies to very precisely account for the "weather factor." Planalytics' WDDs put the weather in a business context (something that temperature and precipitation data cannot provide), distilling its impacts down to unit-/percent-based forecast adjustments.

### PUT THE WEATHER TO WORK IN SAS

Planalytics WDD models are typically developed at the merchandise class/sub-class/SKU level, combining multiple years of sales and weather data across time periods and locations.

These lower-level analytics feed seamlessly into your SAS environment and can be aggregated up to the level your company needs to effectively plan its business.



SAS Institute is an American multinational developer of analytics software based in Cary, North Carolina. SAS develops and markets a suite of analytics software, which helps access, manage, analyze and report on data to aid in decision-making.

[www.sas.com](http://www.sas.com)

Planalytics is the global leader in Business Weather Intelligence, helping retailers and suppliers precisely quantify weather-driven impacts and proactively plan for the opportunities and risks created by climate volatility.

[www.planalytics.com](http://www.planalytics.com)

