Understand the impact of weather on consumer demand by product category, week, and market to improve planning and optimize inventories.

weathersmart®
DEMAND

WEATHER-DRIVEN DEMAND

DETAILS   MAPS   TRENDS

DECISION TOOLS

Weather-Driven Demand (WDD) information is available on Planalytics' Consumer Insights Platform with multiple viewing options for historical analysis, in-season updates and tracking, and planning.

WEATHER

REPORTS

PLANALYTICS' CONSUMER INSIGHTS PLATFORM

The weather continually influences consumers, buying decisions, and your sales performance. However, understanding and quantifying weather's impact is more complex than most businesses imagine. What does 53°F and light rain mean for sales? The answer is different in Chicago than in Charlotte, different if it is a day in March, June, or October, and different for each product category.

Planalytics has analyzed weather's demand impacts across thousands of categories and over 10 trillion underlying sales transactions. We have leveraged this deep experience to provide companies with **WeatherSmart Demand,** which

calculates how much category demand increases or decreases due to changes in the weather.

Planalytics' Weather-Driven Demand (WDD) analysis process isolates the weather's impact on sales from other factors and provides business-friendly insights (e.g. percentage change vs. last year) that companies can utilize to:

• **Build more accurate financial plans and demand forecasts.** Planalytics significantly reduces forecast error and improves accuracy by statically removing last year's weather volatility to provide you with a normalized planning baseline.

• **Monitor and manage weather's impact throughout the season.** Information is updated as the season unfolds enabling you to easily quantify and track sales impacts.

• **Capture additional sales.** Be prepared to take advantage of sales opportunities and maintain high in-stock/service levels.

weathersmart®
DEMAND

WEATHER IN A BUSINESS CONTEXT

PRODUCT LIBRARY | **WEATHER-DRIVEN DEMAND** | **STORE LISTS** | **YEAR-ON-YEAR COMPARISONS** | **POPULATION WEIGHTED**

Planalytics' Product Library. Choose from more than 100 pre-built industry benchmark categories to identify the positive or negative weather impacts for specific times and locations.

Weather-Driven Demand (WDD). The percent lift or drag that weather has on

sales versus the same time period last year. These analytics can be leveraged to optimize inventory, planning and allocation, and improve financial performance analysis and forecasting.

Store Lists. View WDDs by category and retailer-specific locations.

Year-on-Year Comparisons. Evaluate performance and view outlooks versus last year. Comparisons are available for historical and near-term analysis.

Population Weighted. WDD models are population weighted for regional and national roll-ups.

WeatherSmart Demand includes access to all of the daily/weekly reports, severe weather outlooks and alerts, and business weather webcasts available in the WeatherSmart Basics package. Custom analysis models based on client-provided sales data, locations and calendars are also available.

CONSUMER INSIGHTS PLATFORM EXAMPLES

Through the client website, you can view information by category and by retailer-specific store locations, filter information by time period and regions/ markets, and evaluate past and future trends.
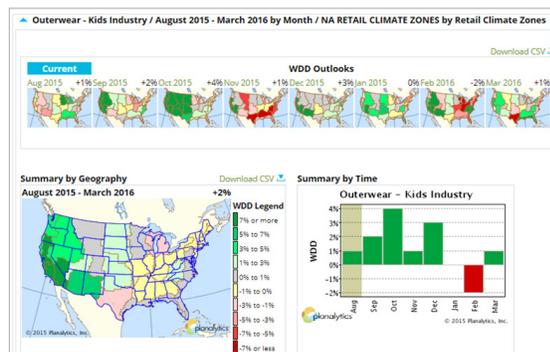
Maps View
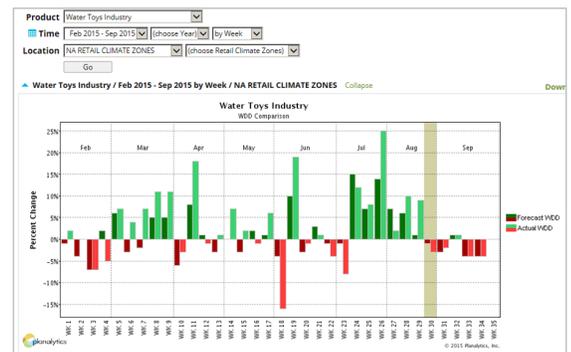
Trends View

WEATHERSMART PACKAGES

WeatherSmart Basics. Base package of reports, outlooks, and alerts highlighting weather impacts from a business perspective with access to twice weekly Business Weather Webcasts.

WeatherSmart Demand. Weather-Driven Demand indices for industry benchmark categories through the Consumer Insights Platform. Includes WeatherSmart Basics package.

WeatherSmart Marketing. Daily demand favorability analytics based on near-term weather forecasts for "in market" products. Includes WeatherSmart Demand package.

GET WEATHERIZED.

800.882.5881
www.planalytics.com