



## Statistics of Weather

MEAN, STANDARD DEVIATION &  
FREQUENCY OF OCCURANCE



## Global DataSets

COVERS EVERY LAND MASS IN THE  
WORLD AND UP TO 200 MILES  
OFFSHORE.



## ONPOINT® CLIMATOLOGY

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**The Most Accurate, Robust Climatology Data on the Market.** Climatology is the statistical representation of weather over time.

**OnPoint Climatology** offers valuable information such as what is “normal” or “average” (mean) weather for any location at any point in time; departures from normal (standard deviations); and frequency of occurrence for specific weather parameters such as precipitation including rain and snowfall.

Weather Source climatology data seamlessly integrates into any company's business analytics to discover how consumers or businesses respond during “normal” or “average” conditions, and more importantly, how they respond during “departures from normal.” Often, departures from normal have the biggest influence on consumer behavior and businesses.

## Long-Range Forecasting

**OnPoint Climatology** can be used as a long-range forecasting tool. Most dependable forecasts only provide a reliable forward view of 7 - 10 days and some advanced projections may be able to look forward a few weeks with some detail but beyond that long-range forecasts tend to be less reliable and many weather parameters such as wind and cloud cover become less accurate the further you go out from the forecast initialization date.

Using OnPoint Climatology, businesses are able to obtain a much longer forecast view of what weather to expect for any location at any point in time. Weather Source's OnPoint Climatology supports nearly two million points globally with climatology information in both hourly and daily format.



## Statistically-Driven Insights

OnPoint Climatology provides valuable 'frequency of occurrence' information for parameters like precipitation and snowfall, revealing how often certain conditions occur at your location of interest. For example, how often does snowfall in the range of 1.0 to 2.5 inches occur. This information is extremely useful for business and resource planning.

## Identify & Quantify Anomalies

OnPoint Climatology can be used in combination with OnPoint Weather to identify and quantify the impact of departures from normal (anomalies). Easily differentiate historical actuals or forecasted weather values in OnPoint Weather from OnPoint Climatology to identify and quantify the impact of anomalies on consumer behavior and businesses.

For example, a September temperature of 50F may be 20 degrees below normal and inspire consumers to 'hunker down,' whereas 50F in February may be 20 degrees above normal and might inspire consumers to think 'get outside.' Both temperatures are 50F degrees, but one is below normal and the other above, and this causes a different consumer response.

## ONPOINT® CLIMATOLOGY | Used By:



**NATIONWIDE RETAILERS** to identify an early start to a season and to ensure they have the right products available for when there will be peak demand. In addition, retailers use OnPoint Climatology to make decisions regarding when to mark-down or rotate seasonal products based on the weather and not according to a predetermined date.



**ENERGY COMPANIES** use OnPoint Climatology as a baseline for power demand modeling as to how much power is called for during normal or average weather. These companies then difference OnPoint Historical Weather from OnPoint Climatology to quantify how the power demand changes when the weather departs from normal.



**SOLAR ENERGY COMPANIES** to identify locations for new solar arrays based on "normal" or "average" weather conditions that are ideal for a solar array (i.e. low cloud cover, low precipitation and solar radiation) to ensure they are developing new solar arrays in the best possible locations.



**HEALTHCARE NETWORKS** to understand how normal or average weather and anomalistic or extreme weather impacts emergency room visits allowing the healthcare provider to make better informed staffing decisions and improve wait times.



**PHARMACEUTICAL COMPANIES** that manufacture and sell seasonal products such as allergy medicine use OnPoint Climatology to identify anomalistic early starts to the allergy season and market to their prospects and customers at the right time.

Get Started Using OnPoint® Climatology For Your Business  
844-813-2617 | [sales@weathersource.com](mailto:sales@weathersource.com) | [weathersource.com](http://weathersource.com)