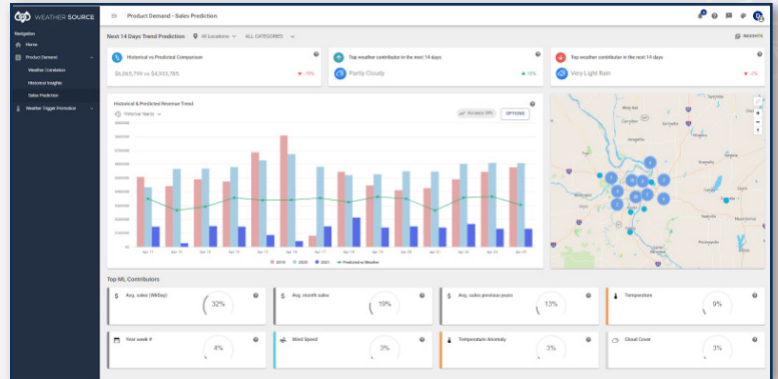


# Weather Insights Platform






## UNDERSTAND THE IMPACT OF WEATHER ON YOUR BUSINESS

- The Weather Insights Platform™ (WIP™) is a SaaS platform designed to provide your business with a competitive edge.
- Using first party data, WIP generates deep and actionable insights to create actionable sales forecasts, optimize business performance and uncover seasonal trends and patterns tailored to your precise business locations.
- From inventory planning to marketing promotions, execute actionable strategies supported by data to gain share of voice and increase revenue.



## OPTIMIZE BUSINESS PERFORMANCE USING ACTIONABLE WEATHER INSIGHTS

### First Party Data Integration • Historical and Forecasted Weather Analysis

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**Sales Predictions** >> Understand how weather conditions and temperatures impact sales to strategically plan inventory, product assortment, and marketing strategies.
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**Product Supply and Demand** >> Leverage historical weather insights in conjunction with your first-party sales data to support business decisions and optimize inventory.
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**Strategic Marketing** >> Analyze hyper-local weather data to proactively adjust marketing tactics based on upcoming conditions that align with your product or service.
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**Weather-Triggered Promotions** >> Execute advertising campaigns for specific products within predetermined weather conditions via Google DV360 & Facebook.
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**API Access** >> Extend WIP insights through an API within your existing platforms to consolidate, compare, and measure key results.

### ACCURATE & ADVANCED TECHNOLOGY

Cloud-based highly configurable, modular and able to be deployed in any customer infrastructure.

Accurate forecast models covering hours, days, weeks and months.

Data Science team specializing in solving weather-centric challenges.

Get Started With WIP Today!  
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[weathersource.com](http://weathersource.com)