

## WEATHER INTELLIGENCE FOR EVERY SEASON

**Transform Weather Uncertainty** into a strategic competitive advantage with WIP. Leverage our GenAI-driven platform to enhance retail excellence in merchandising, inventory and supply chain management.



### Demand Forecasts

WIP provides demand forecasts from hours to days to months and even up to a year.

### SKU & Store-Level Insights

WIP provides hyper-local weather insights down to the SKU and store level to maximize revenue.

### Ease of Integration

WIP provides seamless integration into downstream systems for swift actionable insights.

## Capitalize on the Power of Weather Intelligence

From precise weather-driven demand forecasts to historical weather impacts, automated advertising and beyond, WIP is the only weather-based application that offers a comprehensive solution to help your business capitalize on the weather.



### Demand Forecasting

Our advanced ML demand forecast models significantly improve forecast accuracy by as much as 15+%.



### Inventory Management

Optimize inventory management to prevent overstock and out-of-stocks and ensure the right products are available at the right time.



### Historical Impacts

Assess the historical impact of weather on product demand to gain actionable insights into how weather events have historically increased or decreased demand.



### Weather-Aware Advertising

Jump-start advertising and marketing by automatically deploying ads when WIP identifies actionable product insights based on the forecasted weather.



### Staffing

Strategically plan and adjust staffing based on the weather to increase efficiency and maximize revenue.



### Product Seasonality

Strategically rotate seasonal products at the optimal time to ensure the right products are on the shelves at the right time.

WIP is a turn-key solution expertly tuned and maintained by Weather Source that enhances your revenue while simultaneously reducing significant operational expenses. This eliminates the necessity for extensive data science teams typically required to create and maintain a sophisticated demand forecast.



WEATHER  
SOURCE

Powered by  Pelmorex Corp

## CONQUER EVERY SEASON

Unlock Weather-Driven Sales Potential - Get Started with WIP Today!

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Gold Standard  
In Privacy

Our privacy practices follow the seven foundational Privacy by Design principles. All data is collected with explicit consent and is anonymized & aggregated.