

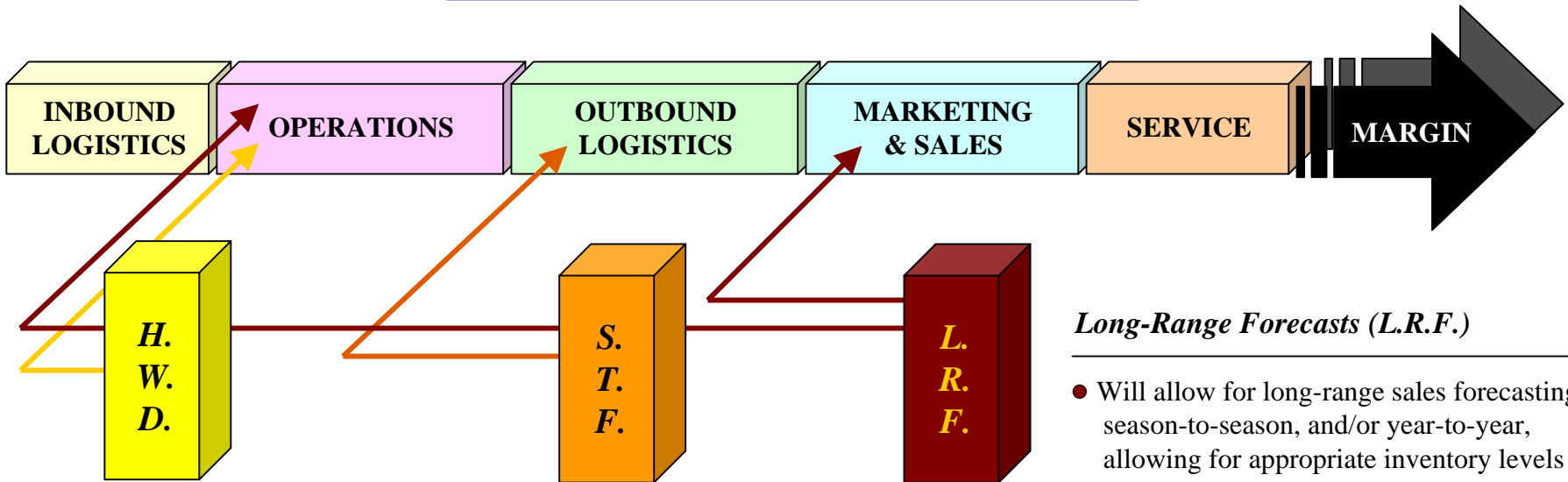
VALUE CHAIN ANALYSIS

**WEATHER DATA / WEATHER FORECASTS –
SUPPORT YOUR VALUE CHAIN AT KEY,
STRATEGIC POINTS**



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**Our Datasets have a density of 0.5² miles over
North America and can be correlated to your sales
data via zip code, DMA, and/or latitude/longitude.**



Historical Weather Data (H.W.D.)

- Will determine your sales variance attributed to weather and climate conditions
- Build and train predictive sales models based upon historical sales regressed against historical weather data

Short Term Forecasts (S.T.F.)

- Will alert your logistical staff as to and weather impacts to your distribution networks at any scale, in time to avert delays

Long-Range Forecasts (L.R.F.)

- Will allow for long-range sales forecasting, season-to-season, and/or year-to-year, allowing for appropriate inventory levels and placement
- Will allow for better placement of marketing campaigns in specific operating regions, based on forecasted conditions of temperature and precipitation
- Will allow for better timing of marketing campaigns to coincide with desired conditions of temperature and precipitation