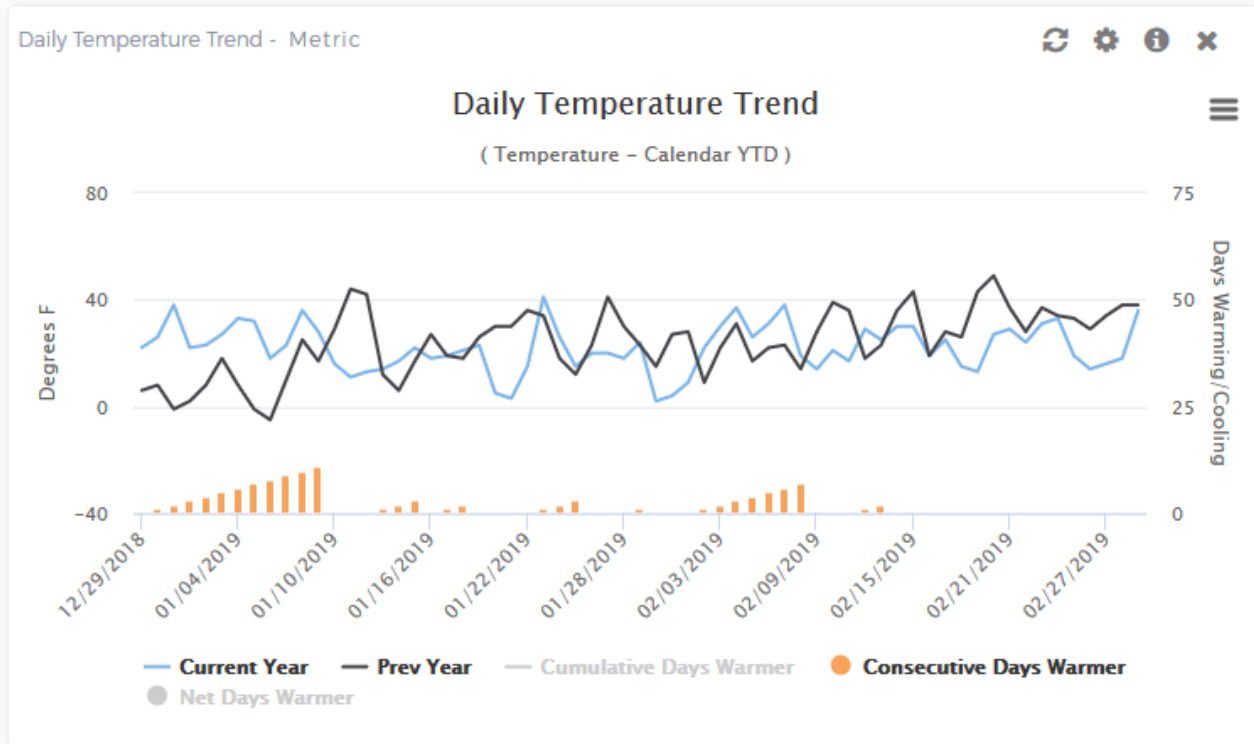


New Temperature Trend Insight Panel

Published 2/16/19 — Our latest monthly addition to our insight panel library brings a new addition to the Weather Analytics service component. The insight panel is "Temperature Trend" and is designed to make it super easy for you to visualize temperature data in a given region over time. The benefit of this is that you can also see metrics about the changes. Because temperature changes are random in the short term, looking at differences year-on-year is difficult to draw longer term conclusions from. However, this insight allows you to not only view temperature data differences on a daily basis, but also provides cumulative metrics such as "Net Days Warmer" or "Cumulative Days Warmer" or "Consecutive Days Warmer" to bring out on-going trends in the short term and over the life of the time period you select.



In the panel above we've elected to show the current vs. prior year temperatures for the area around Atlanta, GA. As you can see with the daily temperatures - its hard to know what's going on, but by including the metric "Net Days Warmer" - you can see there was a distinct warming period from the beginning through the middle of January as the net days slope moved upward. However, on / about 1/20 - the temps began to reverse steadily indicating a colder period through the end of the month. It is these cycles that are important to visualize as they can be compared directly to your sales performance to show the effect of cooling and warming periods on sales of your items.