

Market YOY Temp Diffs

Overview

The Market Year-over-Year (YOY) Temperature Differential Insight Panel is an excellent way to view whether and where temperatures have changed compared to the same period in the prior year. Rather than just showing what the temperature is or has been, understanding whether it was better or worse this time last year can be a crucial indicator, especially if you are a seasonal supplier, for evaluating performance in sales over the same time period.

This insight ties the information to retailer markets, which makes evaluating market performance based on temperature easy. In addition, this insight provides the average historic temperature for a third point of comparison, so that you can understand whether a wide swing in year-over-year temperature is a deviation or reversion to the mean historical trends.

Anatomy of the Market YOY Temp Diffs Panel

The screenshot shows a panel titled "Top 10 Market Temperatures - Nationwide". It contains a table with the following data:

Market	Current Lo/Hi	YOY Difference	Normal Lo/Hi
75 - CHICAGO	9° / 19°	-5 / -4	14° / 30°
8 - HOUSTON	40° / 55°	-2 / -2	42° / 62°
43 - WASHINGTON DC	15° / 27°	-11 / -9	25° / 42°
1 - ATLANTA	26° / 39°	-6 / -9	30° / 50°
15 - NEW JERSEY	13° / 25°	-10 / -11	22° / 39°
6 - PHOENIX	48° / 73°	2 / 8	39° / 65°
29 - SACRAMENTO	44° / 61°	1 / 7	37° / 53°
48 - LA	52° / 69°	2 / 8	43° / 67°
2 - MIAMI/FTL/WPALM	53° / 67°	-9 / -10	57° / 76°
16 - DALLAS/FT WORTH	34° / 51°	1 / 4	32° / 54°

Below the table are navigation options: Today | Yesterday | Last Weekend | Last 7 Days | Next 7 Days | MTD. A note at the bottom states: "All differences in Fahrenheit vs same period prior year."

Panel controls on the right include: REFRESH PANEL, SETTINGS GEAR, HELP/INFO, and CLOSE PANEL.

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Market YOY Temp Diff Basics - Video Tutorial

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What's Inside

This video tutorial demonstrates how to use the major features of the Market Year-Over-Year Temperature Differences Insight Panel. In this video, we will learn:

- How to collapse & expand the left-hand panels on Avantalytics
- How to add the Insight Panel to the dashboard
- How to understand how to read the Insight Panel
- How to change the settings for the panel in the Settings Gear

