

# HELIO: FORECASTING WEATHER INFLUENCED DEMAND

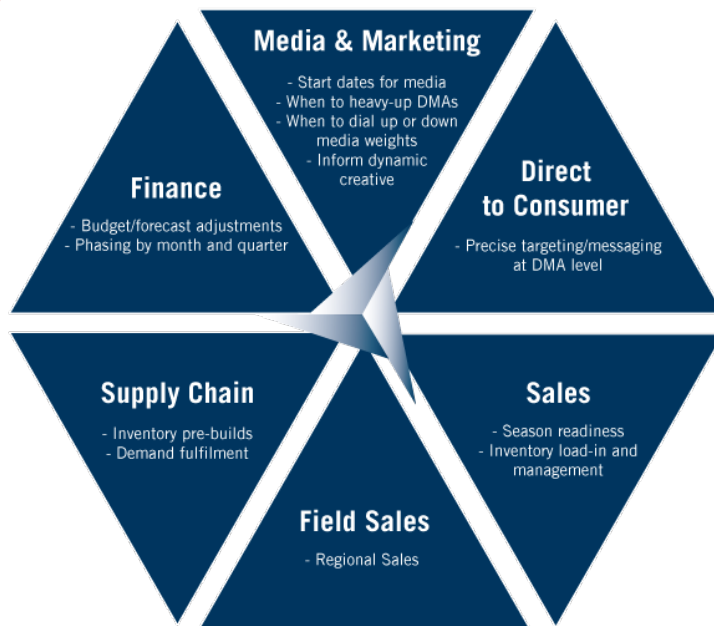
Weather can have a profound effect on a business. A small change in the temperature and precipitation can make demand for a product spike or disappear; make an advertisement relevant or not; make a region understaffed, understocked, or undermarketed. While businesses have recognized weather as an important factor, they have relied on solutions that over-rely on past weather trends to forecast ahead. But the fact is, weather has become much more volatile and not following expected trends, leaving businesses unprepared to react.



HELIO

Helio, Analytic Partners' weather-influenced demand forecasting solution can actually quantify the impact of weather on business performance and provides businesses a competitive advantage by providing insights across an organization and can be set up in a matter of weeks. These predictive forecasts, fueled by machine learning, help answer important business questions by looking forward instead of backwards.

## INSIGHTS FOR THE WHOLE ORGANIZATION



### THE MOST ACCURATE FORECASTS

Our partners leverage forecasting methodology that employs sophisticated models and leading scientists to produce the most accurate seasonal forecasts. Robust data with both long-range weather outlooks and best-in-class 10-day forecasts, provide powerful inputs for Helio.

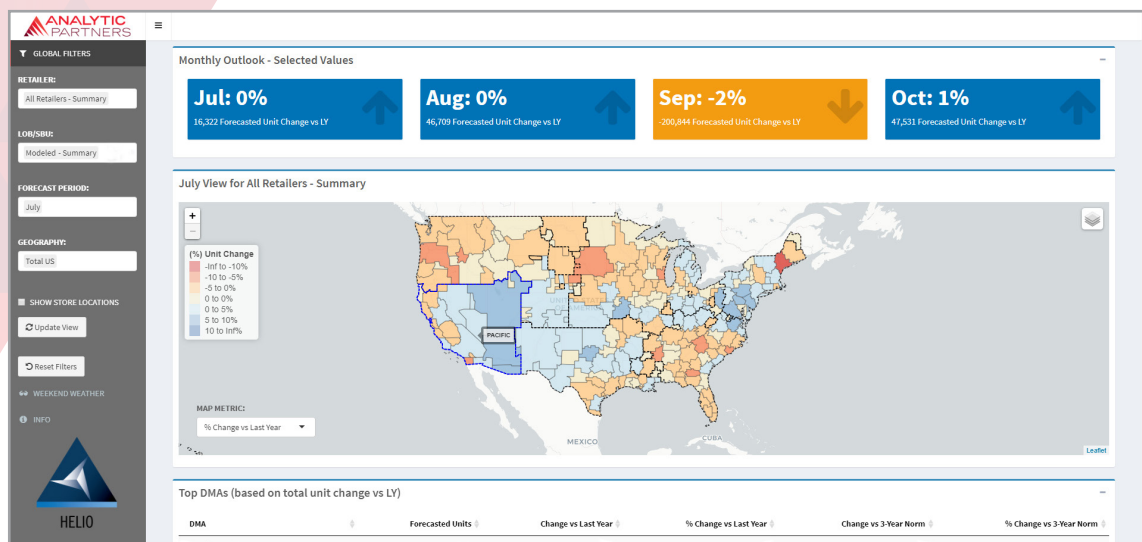
KNOWING WHAT WILL HAPPEN IS ONE THING  
KNOWING HOW TO ADAPT IS A COMPETITIVE ADVANTAGE

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## POWERFUL FORECASTING AND VISUALIZATIONS

Extremely accurate forecasts are pulled into Helio on an ongoing basis, where leading-edge machine learning models are leveraged to predict the demand – from a high level or down to a granular detail. Capturing sophisticated relationships in the data, the models are highly accurate with best-in-class predictive power and less than 3% monthly error.

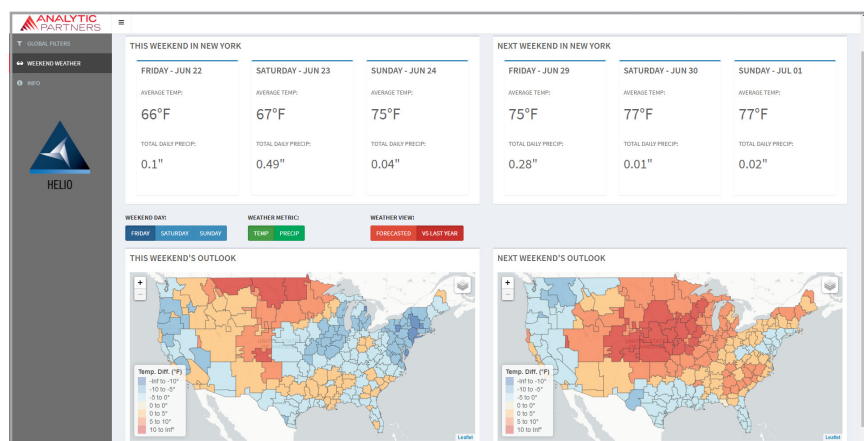
Automated reporting allows for quick actionable information and provides tailored reports for different teams – for example media planners can receive a report of the top DMAs for the upcoming week to inform their buys, while the sales team receives a report that links recommended opportunities to focus on.



## CUTTING-EDGE MACHINE LEARNING

Forecasts provide speed to insights and are powered by innovative machine learning techniques that are highly accurate, scalable, and sophisticated.

Helio's models capture non-linear relationships, sophisticated interactions and unique dynamics at a granular level to produce best-in-class predictions.



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