

WEATHERCUE · RETAIL · HOME IMPROVEMENT · MERCHANDISING & SUPPLY CHAIN

Plywood does not appear on the shelf the morning landfall is in the headlines.

History. Forecast. Action.

Neither do generators, ice melt, tarps or batteries. **WeatherCue** gives merchandising and supply chain the cue — which markets, which days, which categories — from forecasts out to 14 days, while there is still time to move the truck.

14 yrs Serving weather-sensitive operations	14 days Forecasts built from scratch for your locations, out to 14 days	In-house Live meteorologists confirm every cue before it fires	Your stack Email, text or API into your own systems
---	---	--	---

— Three things, in order

Your sell-through history, our forecast, one clear signal to act on.

01 Correlate We match historical weather to your movement data — category by category, market by market. What did the last ice storm actually do to ice-melt sell-through in those DMAs, and how many days ahead did the lift start?	02 Anticipate Then we watch for the setups that repeat. Meteorologists track winter storms, tropical systems, flooding and seasonal heat and cold against your markets from scratch, out to 14 days — and tell you when one is shaping up, before it is a headline.	03 Cue The signal your planners can act on: the market list, the categories, the timing window and how confident we are. Confirmed by a meteorologist before it goes out, so you are not repositioning freight on a forecast that fell apart.
--	---	---

— What it looks like in practice

Winter storms Ice melt, shovels, batteries and space heaters positioned days ahead, not the afternoon the first flakes fall.	Tropical systems Plywood, generators, water and tarps staged into the right DMAs while the cone is still wide.	Flooding and heavy rain Pumps, sandbags, shop vacs and dehumidifiers cued to the markets where the rain totals actually land.	Heat, cold and the seasons Fans, AC units and beverages on the first real heat; a season turning early or late is a merchandising decision either way.
--	--	---	--

Start a free trial conversation

Start with a free trial conversation

A conversation with a meteorologist — no obligation. We'll talk through your locations, the weather that already moves your numbers, and the first cues we'd propose.

go.weatherguidance.com/cue-retail



Scan or click to start