

Weather and Climate Data in Action

Weather influences commerce in numerous ways including businesses' ability to manufacture and sell products. Weather service providers create tailored "value-added" products to help businesses mitigate weather-related risks, capitalize on opportunities, and increase profits



The U.S. Gross Domestic Product (GDP) fluctuates 3-6% each year due to weather variability



In the U.S., roughly 250 commercial service providers offer value-added weather products and services



The market value of the climate and weather industry is estimated at \$7 billion (2017)



That equates to \$1.34 T each year (2011-2014 GDP estimates)



And produce editorial content (i.e. blogs, broadcasts) that informs public audiences



If fully monetized, the value of the weather data across all U.S. industries equates to \$13 billion

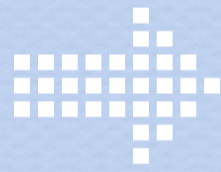


And is projected to grow 10-15% per year!

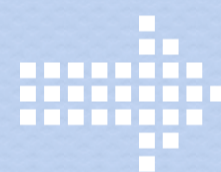
Weather service providers combine NCEI's climate and weather data with industry-specific information to develop products and services that support operational and strategic decision-making



NCEI archives NOAA climate and weather data collected from satellite, radar, and weather stations around the world



Weather service providers use these data to develop customized value-added products such as forecasts, charts, maps, and tools



Their clients in various sectors use these products to inform strategic decision-making and gain a competitive advantage

Value-added products and services, created with NCEI's data, support decision-making across a range of sectors. Here are just a few examples:

Legal

Serve as evidence for insurance claims and legal cases helping resolve liabilities



This applies to transportation accidents, slips and fall incidents, and hail damage



Media

Support weather service providers to develop editorial content for a public audience



Weather Underground's blog, Category Six, attracts millions of readers each year



Retail

Optimize product placement in grocery stores based on weather conditions

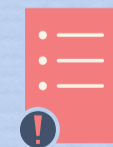


Inventory is sold and the retailer does not discount or discard merchandise



Energy

Inform energy traders on how weather conditions deviate from the average



Energy traders use this information to buy, sell, and trade natural gas and electricity on the market

