Weather Forecasting
Delivering the Most Accurate Forecasts in the Industry

Forecasting the weather means far more than helping people decide if they should bring an umbrella to work. Weather directly impacts how we all feel, act, and purchase. At The Weather Company, an IBM Business, we can forecast things like energy usage, purchasing patterns, staffing levels, worker safety, turbulence, and foot traffic.

We help people make better business decisions with confidence and have earned the trust of more than 55 M unique monthly consumers, energy traders taking daily multi-million-dollar positions, and the pilots of more than 50,000 flights every day. And now, our unparalleled forecast accuracy has been validated by a third-party reviewer: According to ForecastWatch, The Weather Company offers the most accurate 1-3-day and 3-5-day forecasts in the U.S., Europe, and Asia, and 6-9-day forecasts in the U.S. and Asia.

Creating the Most Accurate Forecast

We start with the richest, highest-resolution, most granular data from radar, real-time flight data, and individual sources such as weather balloons, buoys, and satellites. We also have access to 200,000 personal weather stations across 195 countries and 15 M barometer-equipped smartphones.

We then run this data through our Deep Thunder analytical forecasting model to generate a worldwide forecast grid at 500 M increments, or 2.2 B locations worldwide. To generate a single forecast, 162 individual forecasts are generated from a wide range of government and private models. We use machine-learning algorithms to weight each for temperature, precipitation, wind direction and speed, humidity, and pressure based on geography, time, weather type, and recent forecast accuracy. Then we blend the 162 weighted contributions to create the single forecast result on which tens of millions of people rely.

Making Our Forecasts Work for You

We use our data analytics to generate past, present, near-term future, and long-term future weather insights that offer depth, breadth, and substance to each of your business decisions.

History on Demand	Data helps analysts find relationships between weather patterns and business outcomes.
Currents on Demand	Show the current conditions at any given location so you can monitor what's happening in real time.
Forecast on Demand	Help you look ahead up to 10 days so you can make better decisions to a precision of 500 meters in 15-minute increments. **Seasonal Forecasts** offer 3-month forecasts in regions across the U.S. and in Europe to help you prepare for longer-term trends.

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business.weather.com

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