Weather matters to chemicals and petroleum organizations

We surveyed 1,000 C-level executives representing 15 countries and 13 industries to find out how weather impacts organizations. Here’s what we learned from 75 executives in the chemicals and petroleum industry.

Weather often has a negative impact on business

61% report that weather has negatively impacted revenue in the past 12 months

74% also say weather has negatively impacted operating costs in the past 12 months

But weather insights can turn the lows into highs

88% expect improved weather insights could lead to annual revenue growth of up to 2% or more

94% say weather insights could reduce annual operating costs by up to 2% or more

So what’s stopping executives from gaining better weather insights?

Business Challenges | Technical
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Uncertain how weather data creates value | Uncertain weather data
Difficulty aligning weather data into operations/decisions | Weather data availability
Uncertainty how weather data impacts decision making | Automating decision based on weather
Insufficient vision or innovation into the organization | Automating decision based on weather
Lack of confidence in weather data accuracy | Inconsistent data across a variety of sources
Costs to perform analytics | Lack of software / tools
Lack of skills / technical know-how | Problems with data frequency, completeness of data

Find out how your organization can overcome these obstacles.

1. In what ways are weather-related insights influencing decision making in your organization?
2. How could weather insights improve your operational planning?
3. How can you access the capabilities necessary to leverage weather insights?

Stop wondering if a hard rain’s going to fall and learn how to put weather to work.

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