



Weather analysis to drive growth strategy

Property restoration company that offers internal and external building damage repairs and planned maintenance services

Analyzed the impact of weather catastrophic events on the business performance and categorized revenue streams into recurring and non-recurring to inform growth strategy.

Property restoration company needs to analyze impact of weather on their business

Picture this...

You are in a property restore business with impact of external weather events, but you do not know what is the true impact of the weather events. You're looking to understand how business is getting impacted by the weather events and which businesses, geographies are least/most affected by the business and forecast future growth with scenario analysis

You turn to Accordion

We partner with your team to identify the impact of CAT (catastrophe) events across different business segments and geographies, including:

- 1) Exploring different sources including government websites to extract weather data at zip code granularity and normalization of event data
- 2) Evaluating of impact of CAT events and their magnitude across states for different business segments
- 3) Identifying key CAT events impacting the business revenue

Your value is enhanced.

- You were able to quantify that there was a 20-25% revenue addition due to impact of CAT events on your business and identify business segments which are least/most impacted due to weather events.
- You identified category/ type of CAT events that are impacting business revenues significantly across geographies
- You were able to estimate proportion of earnings that would be generated in normal weather scenario and adverse weather scenarios

CONSUMER

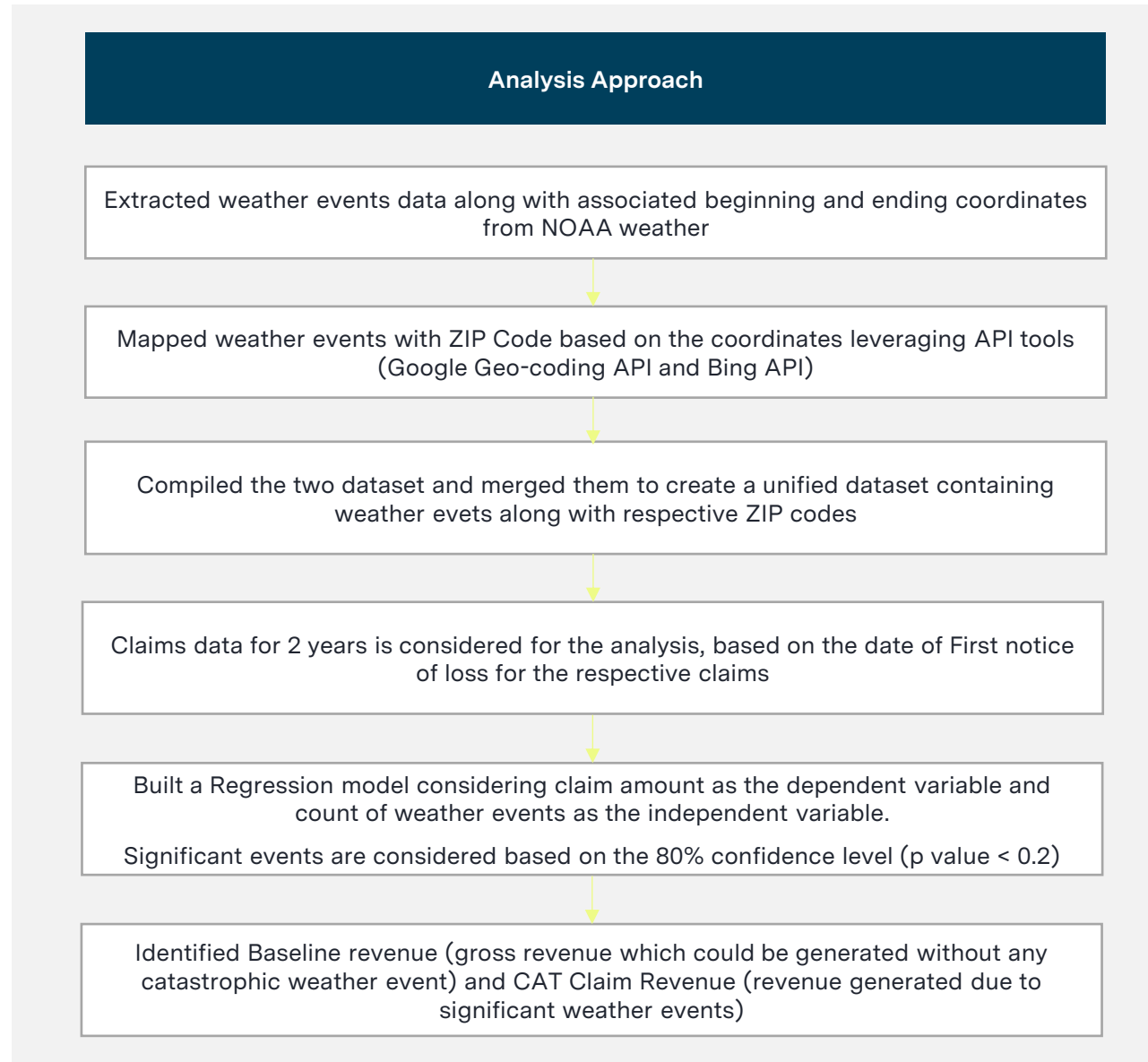
KEY RESULT

- Identified 20-25% proportion of revenue driven by catastrophic weather events
- Categorized states into low to high CAT impact categories and identified 7 CAT events with high positive/ negative business impact

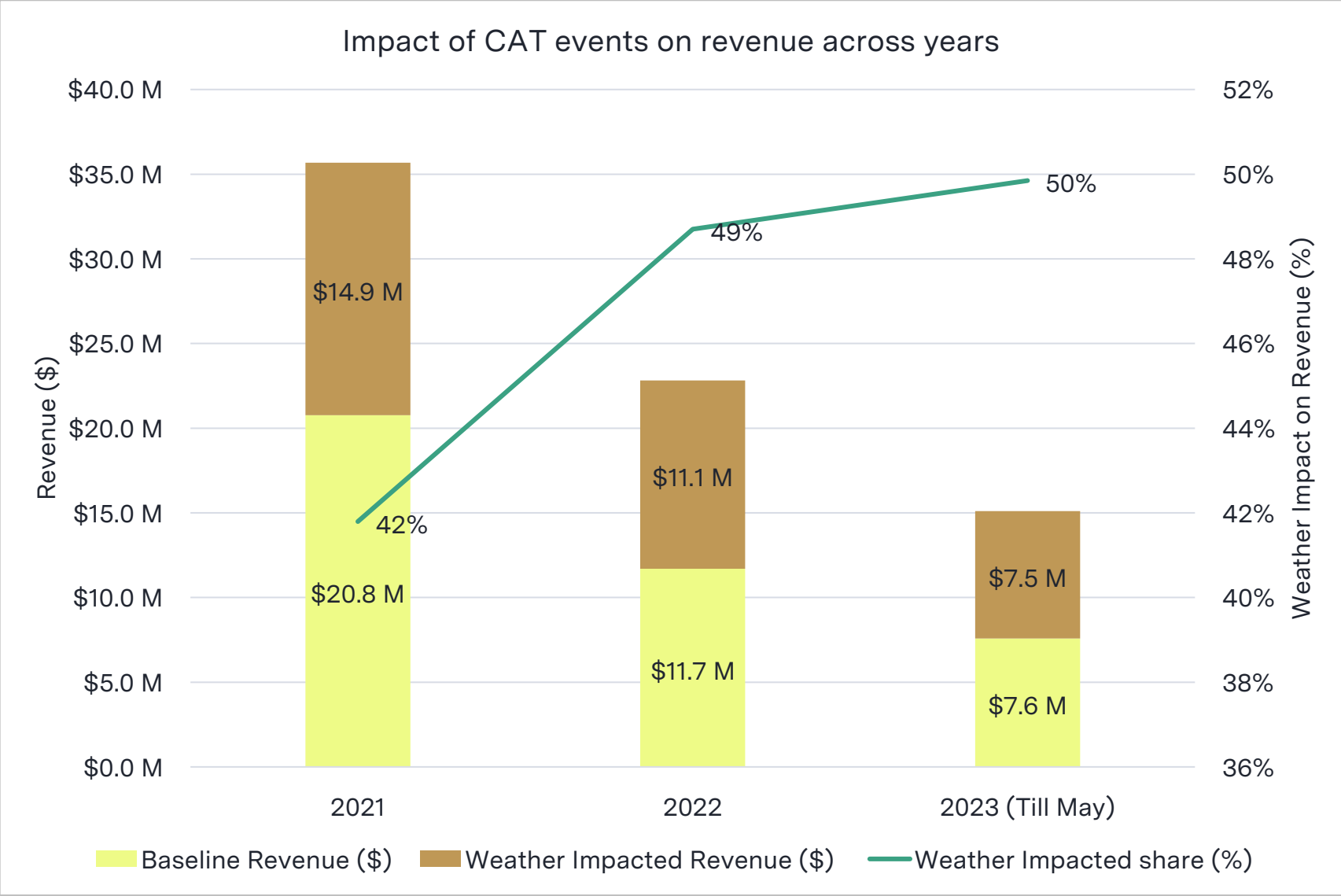
VALUE LEVERS PULLED

- Weather data consolidation at zip code
- Existing Dataset assessment
- Evaluation of CAT events impact on revenue

Methodology/Approach



Overall Impact Summary of CAT Events



Impact on business due to different CAT Events

