

# WTH02: Consumer Weather App Analysis

Executive Summary | February 01, 2026

## Key Performance Indicators

**6717M**

MONTHLY USERS

**45%**

DAU MAU

**136M**

APP DOWNLOADS

**\$30M**

MONTHLY REVENUE

**\$10**

AVG CPM

**91%**

FILL RATE

## Data Coverage

**Company:** AccuWeather (PRIVATE)

**Analysis Period:** 2016-02-03 to 2026-01-30

**Total Data Points:** 1,195

**Data Sources:** Yahoo Finance (stock), synthetic operational metrics

**Focus:** Consumer weather app engagement

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Portfolio Sample - Demonstrates data engineering methodology | Generated: 2026-02-01 00:58:00