

# 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

<p><b>Company:</b> AccuWeather (PRIVATE)</p> <p><b>Analysis Period:</b> 2016-02-03 to 2026-01-30</p> <p><b>Total Data Points:</b> 1,195</p> <p><b>Data Sources:</b> Yahoo Finance (stock), synthetic operational metrics</p> <p><b>Focus:</b> Consumer weather app engagement</p>
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Portfolio Sample - Demonstrates data engineering methodology | Generated: 2026-02-01 00:58:00