






URL <https://data.gov.uk/sites/default/files/library/TESCO.pdf>

Quick facts

 Company:	Tesco
 Sector:	Other
 Product / service:	Company
 Type of data:	Weather data
 Origin:	United Kingdoms





Benefits

-  Tesco is able to prevent stock outs and reduce spoilage by predicting purchasing patterns with weather forecasts.




How open data is used

-  Tesco made predictive models based on weather data released by the Met Office and past purchasing methods.
-  The models are used to predict purchasing patterns, for example: for every 10 °C temperature increase, barbeque sales increase with 300%.



Description

-  Tesco is a multinational British grocery store brand. By using weather data for their prediction models Tesco is able to predict purchasing behaviour and can use that information to make sure they have sufficient stock in store.