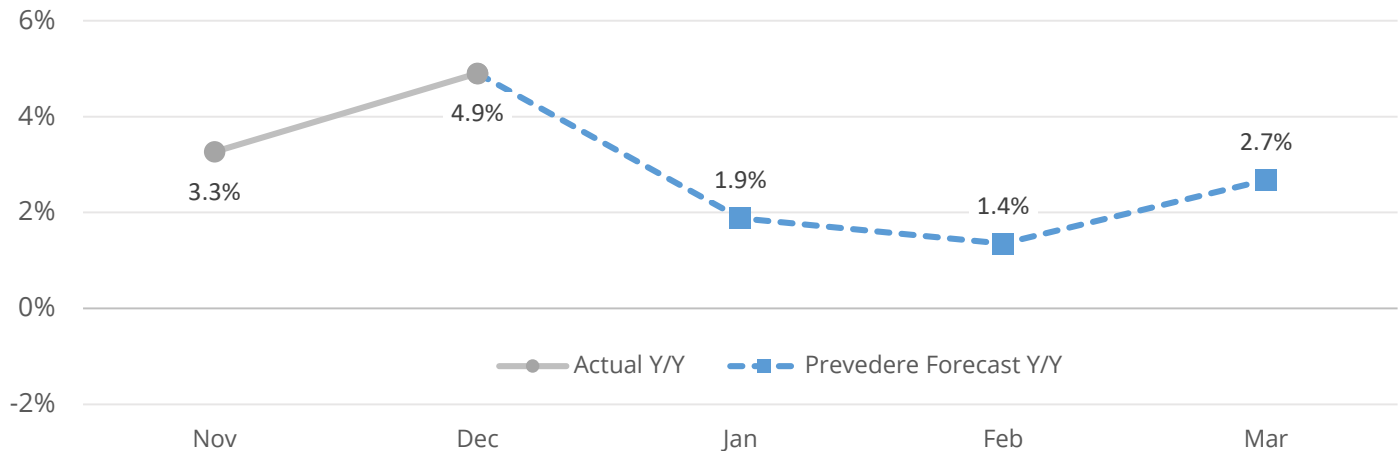


## RETAIL: GROCERY STORES

January sales volume is forecast to be 1.9% higher than last year. February sales volume is forecast to be 1.4% higher than last year. March sales volume is forecast to be 2.7% higher than last year.







### HOW WILL YOUR RETAIL BUSINESS PERFORM?

Contact us at 888-686-7746 to receive a custom forecast for your company and discover the specific external and internal factors that drive your business in retail.

## INDICATORS TO WATCH

Grocery Store Sales have historically moved in line with the following economic factors, each with a statistically proven lead time. Changes in these factors can affect future sales performance.

Indicator Description	Jan	Feb	Mar
 <b>Consumer Sentiment</b> (15 mo. Leading) Measures the degree of optimism on the state of the economy that consumers are expressing through their activities of savings and spending.	↑	↑	↑
 <b>PMI Composite Index</b> (15 mo. Leading) Measures overall sentiment of the manufacturing industry based on surveys sent to over 400 purchasing managers across the U.S.	↓	↑	↑
 <b>Durable Goods Shipments</b> (8 mo. Leading) Measures the total new orders of durable goods (e.g. vehicles, machinery, generators) received by over 4000 manufacturers, across 85 industries in the U.S.	↑	↑	↑
 <b>Retail and Food Services Sales</b> (2 mo. Leading) Measures total volume of sales of retail goods (e.g. clothing, food/beverages, automobiles) in the U.S. as reported by the Census Bureau and the Dept. of Commerce.	↑	↑	↑

## ABOUT PREVEDERE

Prevedere is a predictive analytics company that helps companies forecast their future performance using global economic and consumer behavior data. Our predictive engine accurately determines which factors are true leading indicators for company revenues, profits, even sales of individual products, nationally or locally. By augmenting internal data with external predictive analysis, our clients see dramatic reductions in forecast error, resulting in smarter, more profitable decisions in an ever-changing economy.



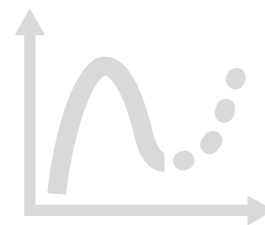
### GLOBAL DATA CLOUD

Aggregates, validates, and millions of global data series, such as average rain fall, commodity prices, even consumer sentiment and social media data.



### PREDICTIVE ANALYTICS

Using the latest in machine learning and cloud computing, our software performs billions calculations a second to discover hidden leading indicators of your business.



### BUSINESS INSIGHTS

Create models in seconds, manipulate them in real-time, create "what-if" scenarios. Present results in ways executives need to make informed decisions.

## FORECASTING WITH EXTERNAL DATA

Every industry is influenced by hundreds of external factors, such as a consumer's income, price of fuel, cost of raw materials, and weather. By analyzing these external factors, we are able to determine the most predictive indicators for each industry, as well as their lead times. Forecasts are created by analyzing the leading indicators are changing in the present, factoring in their lead times, and overall impact to that category.