



Sickweather Pro Overview

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Sickweather Pro provides interaction tools that enable quick and easy access to Sickweather's historical illness data and trends. The system provides global, national and local insights on 'what's going around.' Users can visualize trends on the many illnesses that Sickweather tracks across multiple channels such as social media and self-reports. Sickweather tracks a variety of illnesses and symptoms from cough and fever, to seasonal allergies and the flu.

Both the global and the national views provide at-a-glance score cards that show overall illness activity for different timeframes. Users can dive into each score card to determine the illness breakdown for that period. Trending signals are color coded. Red means trending upward, green means trending downward. These provide quick insights and a starting point into further exploration.

A 60-day time series is provided for each illness. Giving a macro look into the last quarter of illness activity. And data can also be broken down by geographic unit. At the national level, users can break down Sickweather data by state, as well as by designate market area (or DMA). In addition, a dot map provides a more local visualization of Sickweather data.

A national flu forecast uses Sickweather's historical data to predict up to 15 weeks ahead. The forecast shows both actual and predicted activity with an 80% confidence interval provided. Note that the chart also shows 15 weeks of historical/actual and predicted values.

The Custom Report tab can be useful across industries, and the users can slice and dice Sickweather data by multiple geographic units, including longitude and latitude pairs, physical addresses, cities and DMAs. For example, users can look at the distribution of illness reports across time in both calendar chart and histogram format for the Los Angeles DMA. The histogram can be aggregated by day, week or month.

Lastly, users can also export up to 60 days of data in any combination of illnesses and for a variety of geographic locations.

Whether you're a researcher, advertising agency, pharma, or risk management, Sickweather Pro can be an invaluable analytics tool that can help better understand illness trends, optimize conversion rates, or serve as a reference to improve budget allocation. For more information, visit us at Sickweather.com.