

Sales Planning – SAMPLE REPORT

Month

April 2012

Store Location

High Street, Southall, Greater London UB1 3DA

Daily Weather Observations

Day	Maximum Temp	Minimum Temp	Mean Humidity	Mean Wind Speed	Maximum Gust	Rainfall	Sunshine Duration	Significant Events
1	13.7 °c	1.8 °c	61 %	7 km/h	-	0 mm	0 hrs	-
2	15.8 °c	3.3 °c	61 %	6 km/h	-	0 mm	11.6 hrs	-
3	15.1 °c	3.4 °c	68 %	9 km/h	-	Trace	10.2 hrs	-
4	10.3 °c	2.4 °c	74 %	8 km/h	-	3 mm	4.5 hrs	-
5	9.3 °c	6.2 °c	75 %	16 km/h	-	0.2 mm	4.7 hrs	-
6	13.1 °c	-0.9 °c	66 %	9 km/h	-	0 mm	0 hrs	-
7	11.2 °c	7.3 °c	74 %	10 km/h	-	0.2 mm	7.5 hrs	-
8	14.2 °c	6.6 °c	78 %	11 km/h	-	0.6 mm	0.1 hrs	-
9	13.6 °c	8.2 °c	85 %	23 km/h	50 km/h	3.4 mm	0 hrs	-
10	14.8 °c	5.4 °c	75 %	24 km/h	51 km/h	3 mm	0 hrs	-
11	14.1 °c	3.3 °c	68 %	11 km/h	-	Trace	8.3 hrs	-
12	13.2 °c	2.5 °c	73 %	7 km/h	-	2 mm	8.3 hrs	Thunderstorm
13	13.4 °c	2.8 °c	76 %	5 km/h	-	0.2 mm	4.4 hrs	Fog
14	12.3 °c	6.1 °c	66 %	12 km/h	-	Trace	4.7 hrs	-
15	10.2 °c	3 °c	64 %	16 km/h	46 km/h	Trace	6.5 hrs	-
16	12.3 °c	0.5 °c	62 %	8 km/h	-	0 mm	7.1 hrs	-
17	14.8 °c	5.2 °c	66 %	24 km/h	74 km/h	3 mm	7.5 hrs	-
18	12.4 °c	5.4 °c	83 %	21 km/h	50 km/h	5 mm	4.5 hrs	-
19	11.9 °c	6.2 °c	88 %	17 km/h	-	4 mm	0.6 hrs	-
20	13.1 °c	4 °c	82 %	13 km/h	-	7.2 mm	1.8 hrs	-
21	14.8 °c	2.9 °c	73 %	14 km/h	50 km/h	0.2 mm	6.7 hrs	-
22	15.3 °c	4.3 °c	75 %	15 km/h	51 km/h	0.6 mm	6.7 hrs	-
23	10.6 °c	6.3 °c	85 %	17 km/h	51 km/h	4 mm	8.1 hrs	-
24	14.1 °c	6.8 °c	75 %	14 km/h	-	2 mm	2.6 hrs	-
25	12.7 °c	6.1 °c	84 %	22 km/h	63 km/h	13 mm	2.5 hrs	Thunderstorm
26	14.9 °c	8.6 °c	76 %	30 km/h	70 km/h	5 mm	0.9 hrs	Strong Winds
27	15.8 °c	9.1 °c	74 %	23 km/h	57 km/h	3 mm	4.9 hrs	-
28	13.9 °c	7.7 °c	86 %	13 km/h	51 km/h	3.6 mm	5.2 hrs	-
29	15.2 °c	5.6 °c	89 %	26 km/h	63 km/h	21 mm	0 hrs	Strong Winds
30	19.2 °c	8.4 °c	64 %	23 km/h	46 km/h	Trace	1 hrs	-

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Monthly Actuals and Anomalies

Maximum Temperature: 19.2 °C

Minimum Temperature: -0.9 °C

Mean Temperature: 8.6 °C (-0.4 °C)

Rainfall Accumulation: 84.2 mm (179 %)

Mean Wind Speed: 15.4 km/h

Maximum Wind Gust: 74 km/h

Sunshine Duration: 130.9 Hours (95 %)

Rain Days: 15 (+6 days)

Monthly Climate Notes

The UK mean temperature was 0.6 °C below the 1971-2000 average, and it was the coldest April since 1989. Unusually, April was colder than March (the last time that occurred was in 1998) and temperatures failed to reach 20 °C anywhere (this last occurred in April 1989).

Provisionally the wettest April on record across the UK. Much of eastern and southern England, east Wales and eastern Scotland recorded well over twice the normal amount, with three times the normal in places.

Sunshine amounts were close to or somewhat below normal over most of the UK.

Notes

Report prepared by: Tom Defty / WeatherLab Limited

Weather Station: All observational data used in this report is from the nearest quality-controlled Met Office station located at London Heathrow Airport (3.7 miles from UB1 3DA)

The information in this report has been determined from the best sources of weather information available to us and is the result of interpretation by our staff or professional meteorologists and represents our opinions to a reasonable degree of scientific certainty

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