



# EXPERTISE MEMO

## THOMAS WEINANDY, PhD

Research Economist

### ABOUT

Dr. Thomas Weinandy is all about the data. He loves to slice, dice, compare, and analyze data to provide valuable insights into consumer spending behavior and macroeconomic trends for the fuel, grocery, and restaurant industries. He is also the lead researcher for **Upside's 2024 The Consumer Spend Report**.

Thomas is a research economist at Upside, a digital marketplace dedicated to empowering individuals and businesses financially through personalized cash back offers for consumers. Since 2016, Upside has generated \$1.3 billion in incremental profit for retailers and helped users earn nearly \$600 million in cash back for their purchases. Presently, the platform annually propels \$6 billion of Gross Merchandise Volume (GMV) to over 55,000 merchants through the Upside app and API partner apps (such as Uber, Lyft, Doordash, Instacart, Current, etc).

With a Ph.D. in Applied Economics, his academic research is in digital economics and brick-and-mortar retail. He is currently writing a book on leveraging AI for business intelligence. Thomas lives in Grand Rapids, Michigan.

### TOM CAN SPEAK TO

- Consumer buying behaviors.
- Current and seasonal consumer trends in the fuel, restaurant, convenience store, and grocery retail environments
- The impact of food and fuel industry trends on business owners
- Why it is important for bricks and mortar stores to pay closer attention to data
- How far customers will travel to restaurants, gas stations, etc

### EXAMPLES OF RECENT ANALYSES

- Top food purchases for Super Bowl
- Consumer trends during Valentine's Day
- Shift from full-service to fast-food dining
- Consumer strategies for saving on everyday purchases
- Most popular deli and cheese appetizers for Thanksgiving
- Busting Memorial Day Weekend travel myths

### BROADCAST MEDIA EXPERIENCE

- The Today Show
- CBS News Radio

