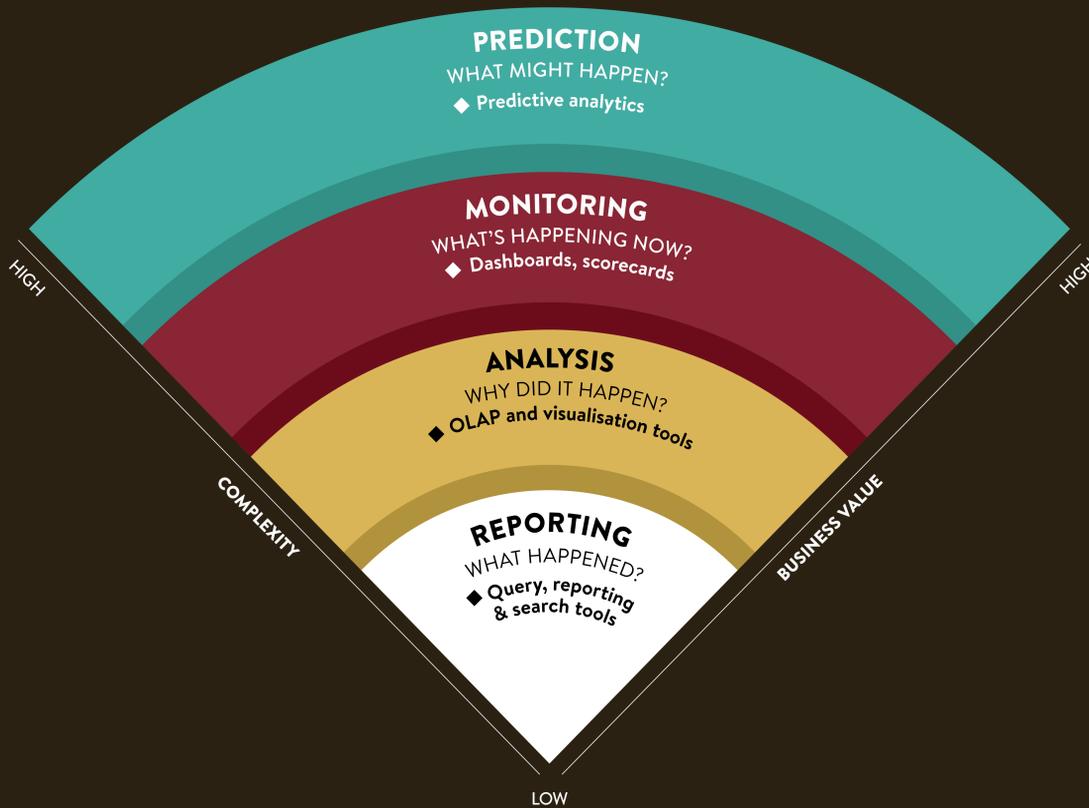


# POWER OF PREDICTIVE ANALYTICS

## BUSINESS INTELLIGENCE TECHNOLOGIES

EACH DISCIPLINE BUILDS ON THE ONE BELOW IT - THESE ARE ADDITIVE, NOT EXCLUSIVE, IN PRACTICE

◆ Technologies used



Source: SAS 2016

## TOP 10 DRIVERS FOR PREDICTIVE ANALYTICS

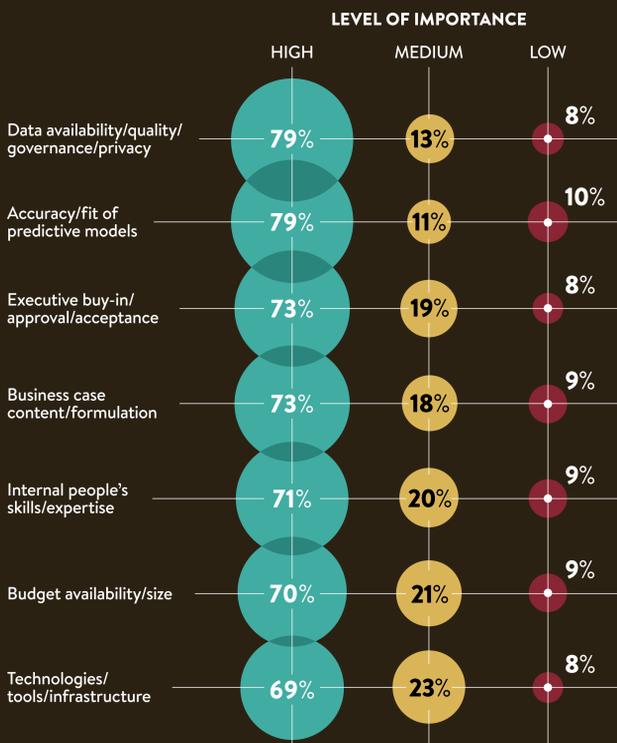
SURVEY OF BUSINESS AND IT EXECUTIVES

- 01 PREDICT TRENDS
- 02 UNDERSTAND CUSTOMERS
- 03 IMPROVE BUSINESS PERFORMANCE
- 04 DRIVE STRATEGIC DECISION-MAKING
- 05 PREDICT BEHAVIOUR
- 06 DRIVER OPERATIONAL EFFICIENCY
- 07 PROVIDE TARGETED PRODUCTS/SERVICES
- 08 IDENTIFY NEW BUSINESS OPPORTUNITIES
- 09 IMPROVE PRODUCTIVITY
- 10 IDENTIFY RISKS

Source: TDWI Research 2014

## TOP FACTORS ENABLING PREDICTIVE ANALYTICS CAPABILITIES

GLOBAL SURVEY OF C-SUITE EXECUTIVES



Source: TDWI Research 2014

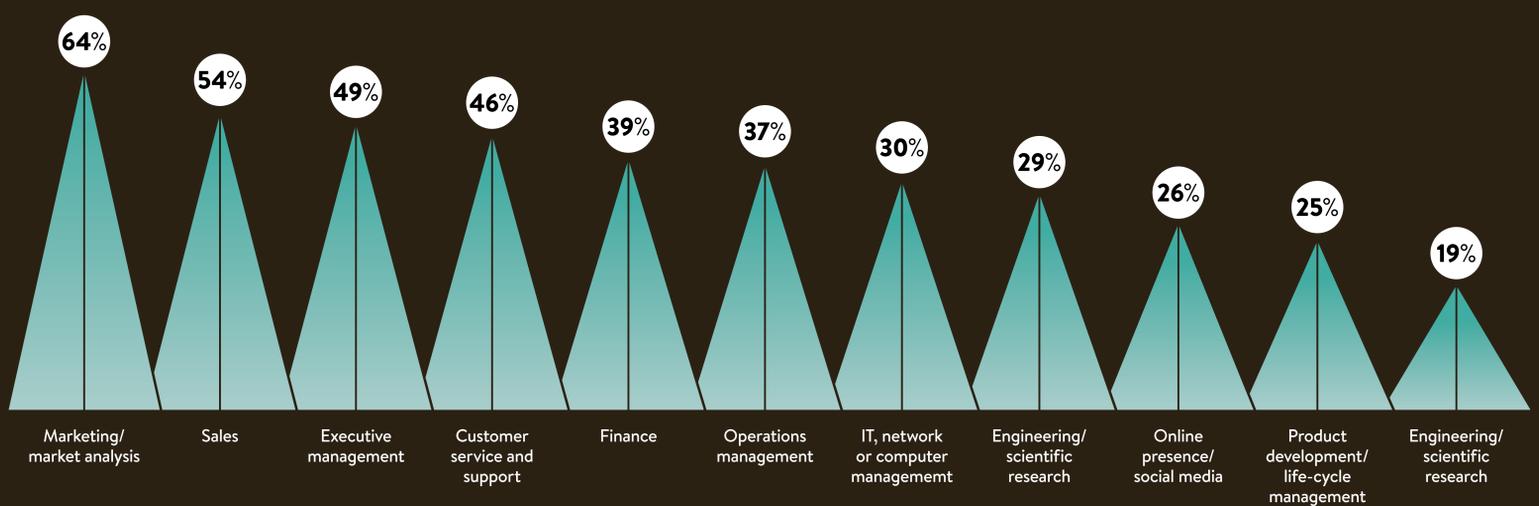
## SIX STEPS OF PREDICTIVE ANALYTICS

- 01 **UNDERSTAND DATA**  
Identify data that is relevant
- 02 **PREPARE DATA**  
Integrate and enrich the data into an analytical data set
- 03 **MODEL**  
Run statistical and machine-learning algorithms to find the model
- 04 **EVALUATE**  
Test the model to make sure it will work
- 05 **DEPLOY**  
Use the model in applications
- 06 **MONITOR**  
Measure the effectiveness of the model in the real world

Based on a graphic in the July 2016 Forrester report, *Predictive Analytics Can Liberate I&O Pros From The Tyranny Of Firefighting*

## SECTORS WHERE PREDICTIVE ANALYSIS IS USED

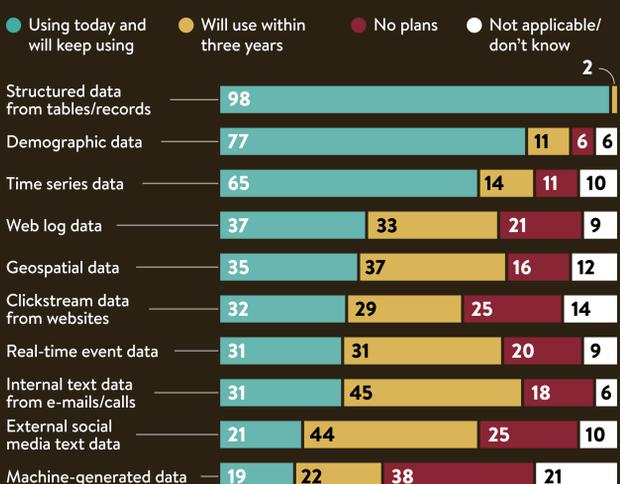
GLOBAL SURVEY OF C-SUITE EXECUTIVES



Source: TDWI Research 2014

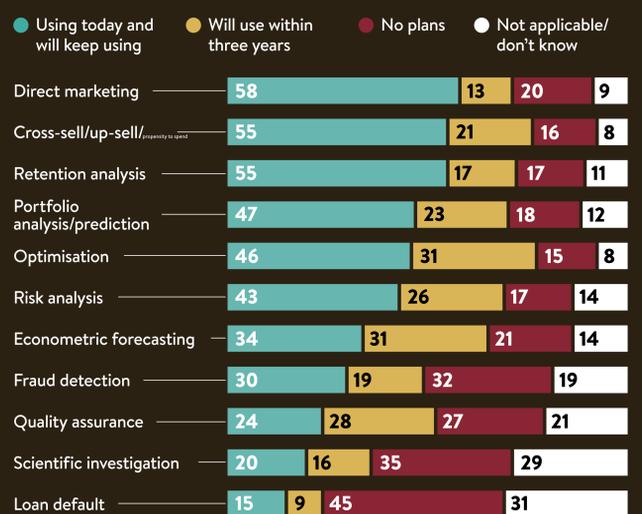
## DATA USED FOR PREDICTIVE ANALYTICS (%)

GLOBAL SURVEY OF C-SUITE EXECUTIVES



## WHERE PREDICTIVE ANALYTICS ARE BEING USED (%)

GLOBAL SURVEY OF C-SUITE EXECUTIVES



Source: TDWI Research 2014