

PREDICTIVE ANALYTICS
FOR BUSINESS ADVANTAGE

Today, predictive analytics is used mostly in marketing and sales for help in retention, cross-sell/up-sell, and direct marketing efforts.

But change is coming...

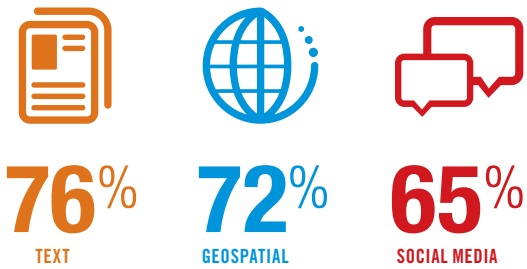
NEW USE CASES ARE ON THE HORIZON OVER
THE NEXT THREE YEARS, INCLUDING:



Source: Figure 2

NEW DATA TYPES WILL BE USED

Organizations plan to include more than just structured data in their predictive analyses in the next three years:



Source: Figure 4

PREDICTIVE ANALYTICS IS FINDING ITS WAY
INTO MANY AREAS OF THE BUSINESS

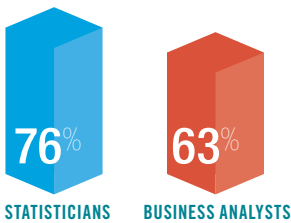
Marketing and sales are the two most popular areas of the company that use predictive analytics today.



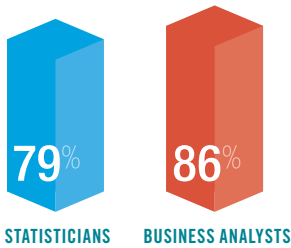
Source: Figure 3

THE USER IS CHANGING

Currently, statisticians and business analysts are the primary builders of predictive models:



In the near future, respondents believe that business analysts will be the primary users, along with statisticians:



Source: Figures 8, 10

BIG DATA IS ALSO DRIVING CHANGE

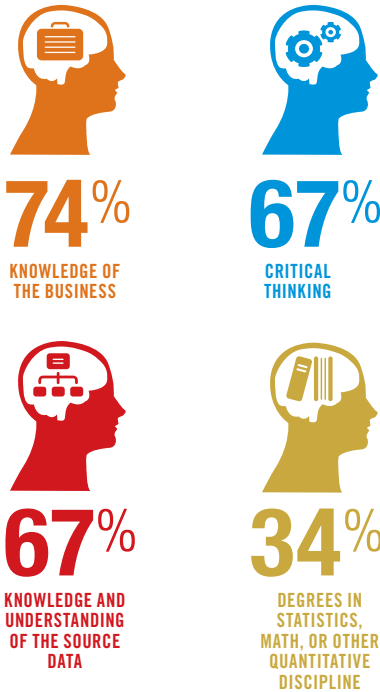
Most of those who use or are investigating predictive analytics have a big data effort under way in some form:



Source: page 22

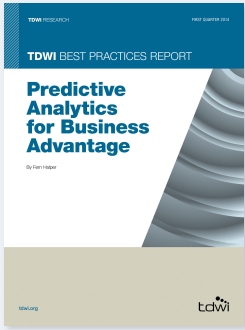
YOU DON'T NEED A DEGREE IN STATISTICS
TO PERFORM PREDICTIVE ANALYTICS

Respondents believe that knowledge of the business and critical thinking are key skills for predictive analytics.



Source: Figure 9

DATA FROM



TDWI'S BEST PRACTICES REPORT
Predictive Analytics for Business Advantage

tdwi.org/bpr/predictive

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