TDWI INFOGRAPHIC

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:



OPTIMIZATION







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

SOCIAL MEDIA

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.





MARKETING AND/OR MARKET

ANALYSIS

SALES





MANAGEMENT



SERVICE AND

Source: Figure 3

THE USER IS CHANGING

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





DATA FROM

Predictive Analytics for Business Advantage

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high-quality education and research in the business intelligence and data warehousing

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Advantage

PRACTICES REPORT

Predictive Analytics

tdwi.org/bpr/predictive

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





STATISTICIANS **BUSINESS ANALYSTS**

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.







THE BUSINESS

KNOWLEDGE AND UNDERSTANDING OF THE SOURCE



THINKING



DEGREES IN MATH. OR OTHER DISCIPLINE

Source: Figure 9

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