



SNS College of Technology

Coimbatore - 35



19BAZ782 – Analytics for Everyone

Unit IV – Predictive Analytics I

Topic...Guess...???

Presented by

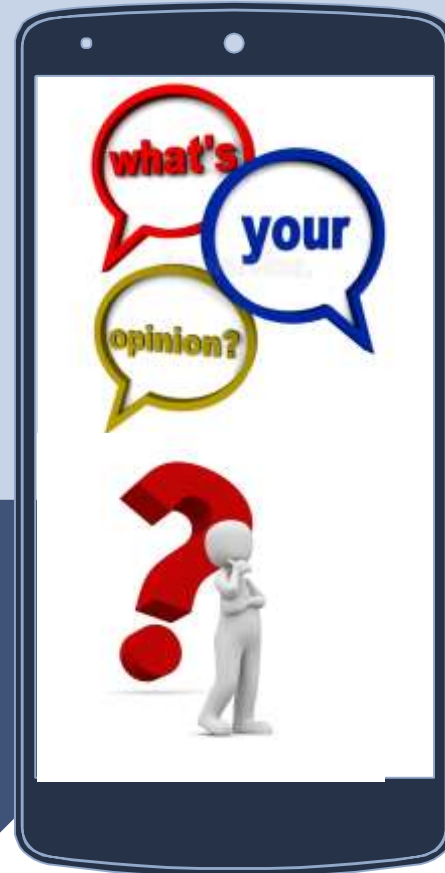
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Design Thinker

1st Indian Institution to Implement Design Thinking Curriculum
Redesigning Common Mind and Business Towards Excellence



What is sparking in your mind...?





Business Analytics



Introduction



- Economic growth: Analytics and AI
- When company face any problem: Form a team, Whatsapp group...
- Follow **HiPPO** Algorithm





Business Analytics



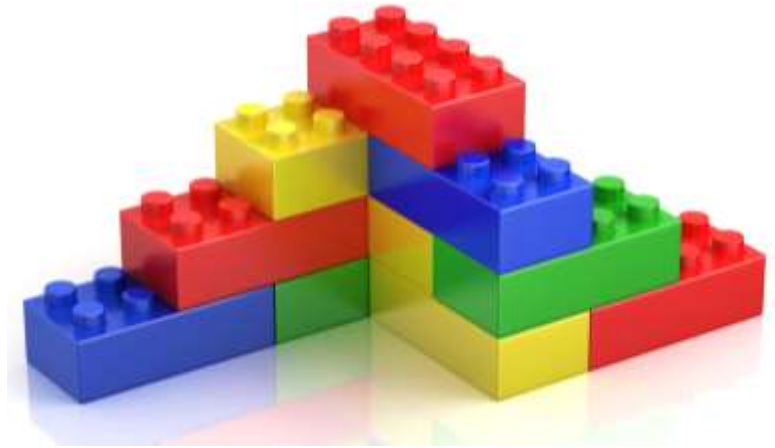
- Multidisciplinary field
- Strategic Learning, Machine Learning, AI, Computer Science, IT, Management Strategies
- Components: Business Context, Technology, Data Science
- Case: Target Pregnancy Test





Components of Analytics

- **Descriptive Analytics** –
Descriptive Statistics and Data Visualization
- **Predictive Analytics** –
Predict future
- **Prescriptive Analytics** –
Optimal decision making





Case: Facebook Relationship Breakup

- More traffic on dating sites
- More demand for counsellors / lawyers
- High demand for housing
- More demand for household items
- Brand of beer





Case: Cholera Outbreak in London 1854





Predictive Analytics



- Which product is the customer likely to buy?
- Which customer is likely to default?
- Who is likely to cancel the product ordered through e-commerce?





Prescriptive Analytics



- What is the optimal product mix?
- What is the optimal route for truck?
- Best markdown pricing for fashion wears.





Assessment



What type of analytics is this?



Summary



- Business Analytics
- Introduction and its components
- Case studies

SUMMARY





Reference

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- <https://www.scnsoft.com/blog/4-types-of-data-analytics>
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*Thank
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