

Business Case for Analytics: When and How

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Evolution of Business Analytics

- **MIS**
- **OLTP/OLAP Reporting**
- **Business Intelligence**
- **Business Analytics**

Typical Business Analytics: The When?

- **'Generic' analytics solutions. Examples are:**
 - Demand Forecasting
 - Sales Propensity
 - Supply Chain optimization

- **Industry-specific solutions. Examples are:**
 - **CPG/FMCG**
 - Marketing Mix Modelling
 - Assortment Analysis

 - **Financial Services and Insurance**
 - Customer Life Time Value (CLTV)
 - Insurance Fraud Analytics

 - **Healthcare**
 - Clinical Trial Effectiveness
 - Patient Bio-marker Analysis

Mathematics behind Business Analytics: The How?

1. Time-series modelling
2. Decision Trees
 - Random Forest
3. Regression
 - Linear Regression
 - Logistic Regression
4. Support Vector Machines
5. Classification
 - a) Segmentation
 - b) Clustering
 - c) Co-occurrence grouping
6. Neural Networks
 - And many more....

$$Y = f(X_i)$$

But Business Analytics is not only mathematics...



...and is evolving with newer techniques

- **Artificial Intelligence/Machine Learning**
- **Examples**
- **How does Machine Learning link up with Big Data in the world of Business Analytics?**
- **Examples**

Thank You!



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