Seminar Report

Topic - Predictive and Perspective analysis for Machine Learning

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Prescriptive analytics

Prescriptive analytics provides organizations with recommendations around optimal actions to achieve business objectives like customer satisfaction, profits and cost savings. Prescriptive analytics goes beyond simply predicting options in the predictive model. It actually suggests a range of prescribed actions and the potential outcomes of each action.

A prescriptive model can ultimately help a business create a more cohesive business strategy. It builds upon the findings gathered from a predictive analytical model by proposing strategic applications based on predicted behaviors.

Lead scoring

Generating leads is essential to drive conversions and sales for your company. Even more important is to generate more high-quality leads that have the potential to drive the most revenue for your business.

Content creation

Prescriptive analysis helps you determine which types of content appeals to your audience the most.

Product and service improvement

Continually improving your products and services to ensure your customers and clients have the best experience is essential for improving your brand loyalty.

Predictive analytics

Predictive analytics is a branch of advanced analytics that makes predictions about future outcomes using historical data combined with statistical modeling, data mining techniques and machine learning. Any industry can use predictive analytics to reduce risks, optimize operations and increase revenue. Here are a few examples.

Banking & Financial Services

The financial industry, with huge amounts of data and money at stake, has long embraced predictive analytics to detect and reduce fraud, measure credit risk, maximize cross-sell/up-sell opportunities and retain valuable customers.

Health Insurance

In addition to detecting claims fraud, the health insurance industry is taking steps to identify patients most at risk of chronic disease and find what interventions are best.
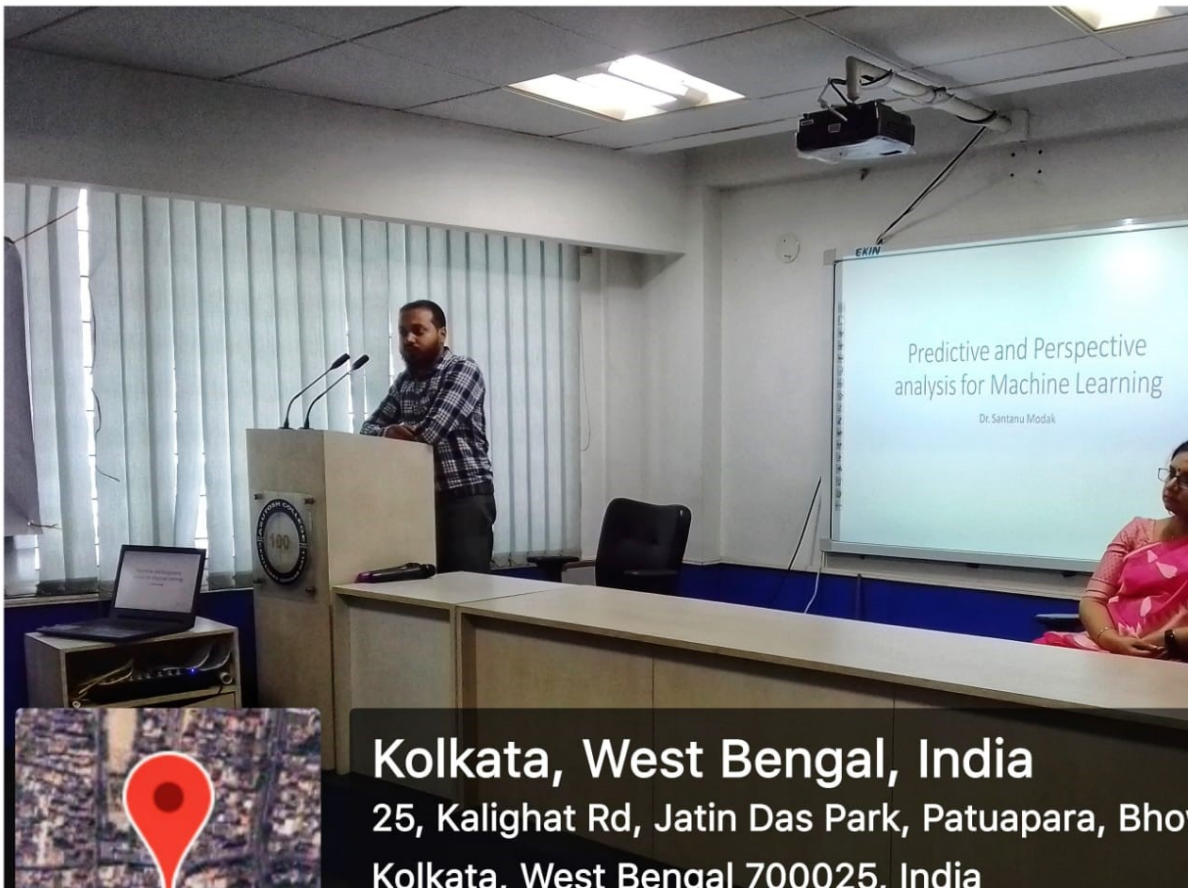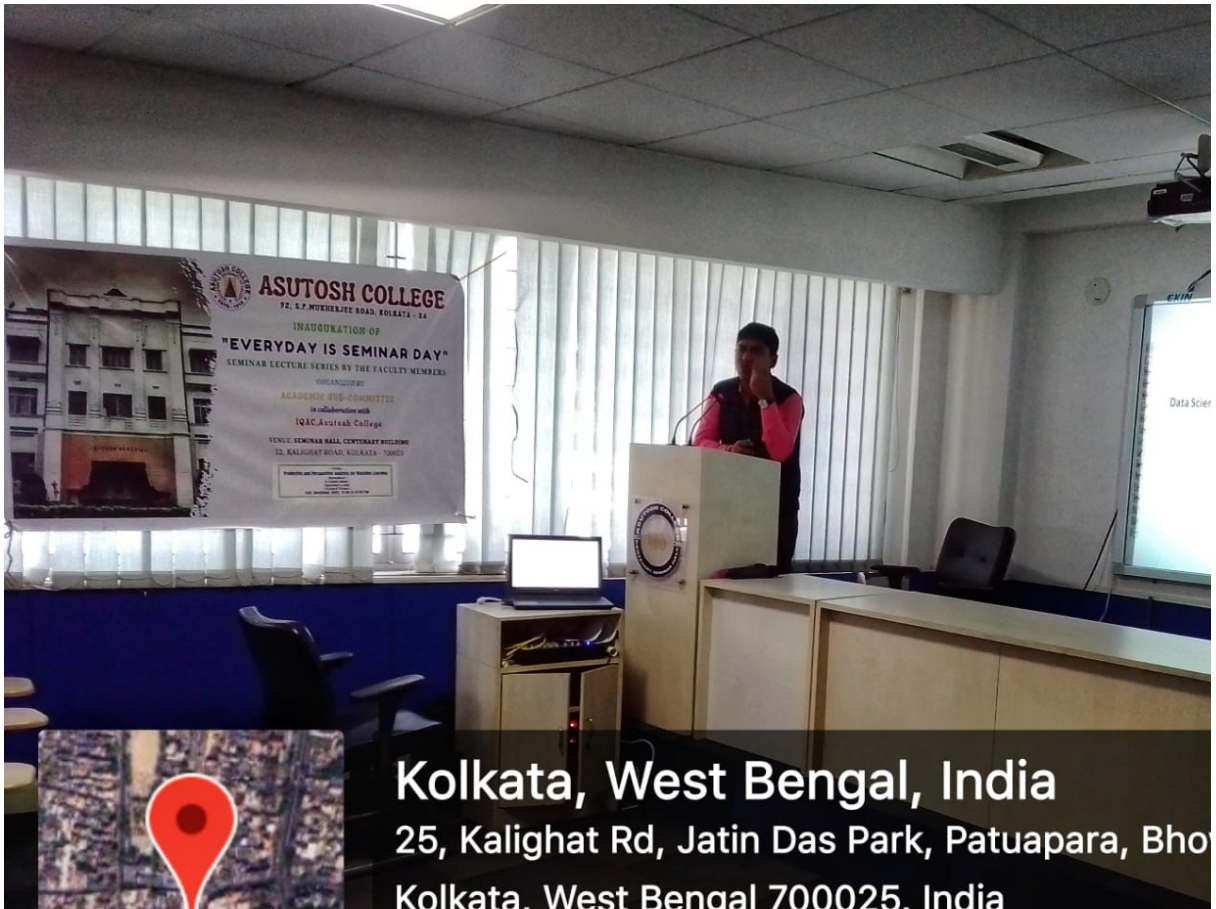
Retail

Since the now infamous study that showed men who buy diapers often buy beer at the same time, retailers everywhere are using predictive analytics for merchandise planning and price optimization, to analyze the effectiveness of promotional events and to determine which offers are most appropriate for consumers.
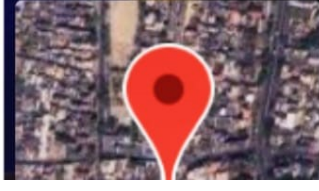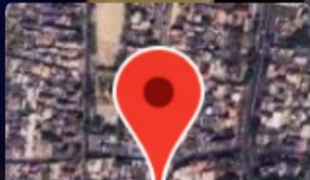
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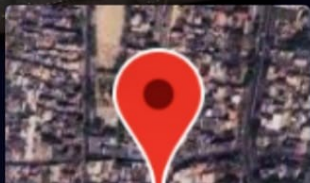

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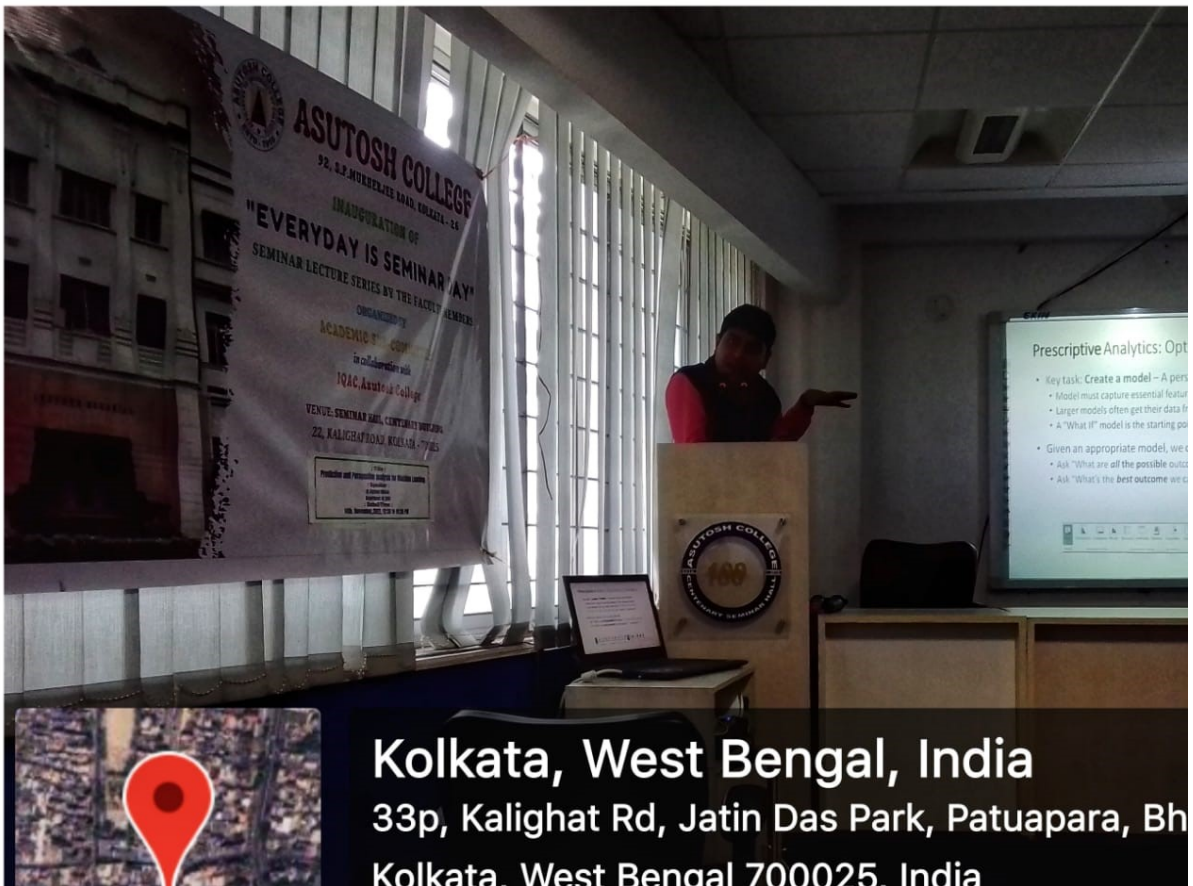

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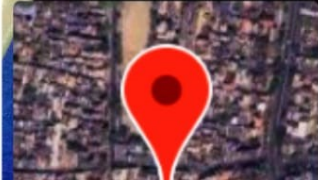33p, Kalighat Rd, Jatin Das Park, Patuapara, Bh
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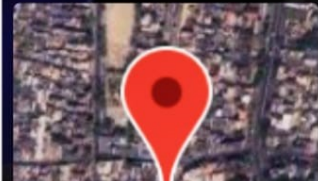Kolkata, West Bengal 700025, India

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