Hi,

I thought this would be of interest to you, based on what you told me about your meeting with IBM.

Cheers,
Pierce

Pierce Hopkins, PhD
Business Systems Analyst ° Project Manager
South Carolina Lieutenant Governor's Office
1301 Gervais Street, Suite 350 ° Columbia, SC 29201
803.734.9935 ° phopkins@aging.sc.gov

From: WhatIs.com [mailto:WhatIs@lists.techtarget.com]
Sent: Monday, January 16, 2017 3:18 PM
To: Hopkins, Pierce
Subject: Word of the Day: predictive analytics

Word of the Day
Daily updates on the latest technology terms |January 16, 2017

predictive analytics

Predictive analytics is a form of advanced analytics that uses both new and historical data to forecast future activity, behavior and trends. It involves applying statistical analysis techniques, analytical queries and automated machine learning algorithms to data sets to create predictive models that place a numerical value, or score, on the likelihood of a particular event happening.

Predictive analytics software applications use variables that can be measured and analyzed to predict likely behavior by individuals, machinery or other entities. For example, an insurance company is likely to take into account potential driving safety variables such as age, gender, location, type of vehicle and driving record when pricing and issuing auto insurance policies. Multiple variables are combined into a predictive model capable of assessing future probabilities with an acceptable level of reliability. The software relies heavily on advanced algorithms and methodologies such as logistic regressions, time series analysis and decision trees.

Predictive analytics has grown in prominence alongside the emergence of big data systems. As enterprises have amassed larger and broader pools of data in Hadoop clusters and other big data platforms, it has created increased opportunities for them to mine that data for predictive insights. Heightened development and commercialization of machine learning tools by IT vendors

has also helped expand predictive analytics capabilities.

Marketing, financial services and insurance companies have been notable adopters of predictive analytics, as have large search engine and online services providers. Predictive analytics is also commonly used in industries such as healthcare, retail and manufacturing. Business applications for predictive analytics include targeting online advertisements, flagging potentially fraudulent financial transactions, identifying patients at risk of developing particular medical conditions and detecting impending parts failures in industrial equipment before they occur. Continued...

Quote of the Day

"The 2016 U.S. presidential election shined a light on the imperfections of predictive models, and their failure to predict its outcome will have an impact on enterprises in 2017." - Dan Magestro

Trending Terms

deep learning
prescriptive analytics
predictive personalization
descriptive analytics
predictive modeling
decision tree

Learning Center

International Institute for Analytics' five analytics predictions
The International Institute for Analytics offers up five analytics predictions for 2017.

Predictive analytics in healthcare helps manage high-risk patients
Advanced Plan for Health uses predictive analytics in healthcare to help keep populations healthy as well as help organizations reduce costs.

The trouble with predictive analytics tools
Predictive analytics tools are hailed as the way to increase sales and reduce operational costs. But first, you need to understand what the data indicates.

Don't let a data-driven approach ax judgment from analytics equation
A data-driven approach to analytics isn't foolproof. Data scientists and business users have a role to play in assessing the results of analytical models.

Events of 2016 put strain on predictive analytics algorithms
As the world becomes a less predictable place, businesses need to rethink how they implement predictive analytics algorithms in their operations.

Writing for Business

Neither of the content analytics applications _____ backwards compatible.
A. is
B. are
Answer

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