

4 types of data analytics

Projected sales of main products in 2013



Distribution of market share among the major industry players

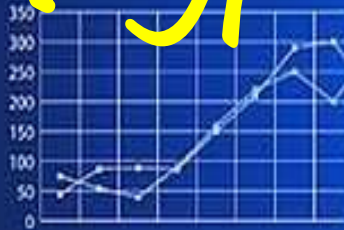


Data source of market share among the major industry players (F&B and B&B). F&B, B&B, and B&B represent different types of market share. A further change in the market share distribution will be implemented by a more rapid distribution of market share among players.

Share of market activity



Relative market share



@Chidambaram-narayanan

1. Diagnostic

What happened?

- ✓ Based on past data;
- ✓ Easy to visualize;
- ✓ Accurate and handy for operations



@Chidambaram-narayanan

2. Diagnostic

Why it happened?

- ✓ Root cause analysis;
- ✓ Troubleshooting issues



@Chidambaram-narayanan

3. Predictive

What is likely to happen?

- ✓ Based on historical data, trends;
- ✓ Assumes a statistical model;
- ✓ Helps in business decisions to plan ahead.



@Chidambaram-narayanan

4. Prescriptive

What to do next?

- ✓ Basis current data, predicted future plans, goals etc.
- ✓ Simulate/ test potential outcome of each decision to find an optimal solution.



@Chidambaram-narayanan

Thank you!

Like, subscribe, follow (why not all 3?)

- ✓ Auditing of financial and systems
- ✓ Cloud awareness
- ✓ Certified Information Systems Audits



@Chidambaram-narayanan