

Business Intelligence Labwork 2

In small groups discuss the following questions:

Question 1

Why would a health insurance company invest in analytics beyond fraud detection? Why is it in their best interest to predict the likelihood of a particular incident category (such as falls by patients)?

Question 2

What other applications similar to prediction of falls can you envision?

Question 3

Identify at least three other opportunities for applying analytics in the retail value chain beyond those covered in the lecture.

Question 4

Use the internet to find another example where business intelligence that has been used within an organization.

Question 5

For one of the above questions, prepare a brief presentation to present to the rest of your colleagues.