**Predictive analytics in healthcare**

Another important data science example – predictive analytics in healthcare.The predictive model analyzes historical data, learns from it, identifies trends and then generates accurate predictions based on those tendencies. So, data science in healthcare helps hospitals to:

* finds various correlations and associations of symptoms
* improve patient care
* improve supply chain efficiency and pharmaceutical logistics
* predict deteriorating patient health, provide preventive measures, and initiate therapy at an early stage.

**Recommendation systems in marketing & advertising**

For marketers, it is very valuable to analyze user behavior on their websites. Therefore, using data science in marketing, companies can determine:

* what are the tastes and preferences of the customers
* what kind of knowledge or help they seek
* what are they interested in
* what do they want to buy
* how much do they want to pay for it.