# **CUSTOMER PREDICTIVE ANALYTICS**



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# **Predictive Analytics**

Dezember 2017 Thema Artificial Intelligence, Big Data, Customer Value Prediction, Predictive Analytics Mitte November diskutierte der B2B-Arbeitskreis des bevh (Bundesverband E-Commerce und Versandhandel

Deutschland e.V.), wie sich mit Predictive Analytics das Neukundengesch ft ausbauen und die Kundenansprache intensivieren lassen.

http://ebookslibrary.club/Predictive-Analytics.pdf

#### **Predictive Analytics Dastani Consulting**

Unsere Predictive Analytics Anwendungnen umfassen u.A. Customer Value- & Target Group Prediction, Next Best Offer und Absatzmengenprognosen.

http://ebookslibrary.club/Predictive-Analytics-Dastani-Consulting.pdf

## Predictive Analytics Was Sie ber Predictive Analytics

Prescriptive Analytics liefert Vorschl ge basierend auf Predictive Analytics. Diese Methode setzt auf Predictive Analytics auf und geht noch einen Schritt weiter. Sie liefert zus tzlich auch Erkl rungen, warum ein zuk nftiges Ereignis eintreten wird und gibt Empfehlungen, wie man auf ein solches Ereignis reagieren sollte.

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# Predictive Analytics Von Big Data zu Smart Customer Data

Die heute angewendeten statistischen, mathematischen und linguistischen Verfahren erlauben nicht nur

Analysen, die aufzeigen, welche Zusammenh nge es in Daten gibt, sondern auch Vorhersagen, was aufgrund der Historie in Datenbest nden in Zukunft passieren und welche Trends sich entwickeln werden.

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## Predictive analytics Wikipedia

Predictive analytics can help underwrite these quantities by predicting the chances of illness, default,

bankruptcy, etc. Predictive analytics can streamline the process of customer acquisition by predicting the future risk behavior of a customer using application level data.

http://ebookslibrary.club/Predictive-analytics-Wikipedia.pdf

## Kunden verstehen mit Predictive Customer Intelligence

IBM Predictive Customer Intelligence wandelt Daten ber Ihre Kunden in Erkenntnisse und Empfehlungen um und hilft Ihnen dabei Ihre Kunden zu verstehen.

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# **Predictive Analytics Dastani Consulting GmbH**

Predictive Analytics antizipiert das gesamte Verhaltensmuster einzelner Kunden in einem festgelegten Zeithorizont und erreicht dadurch eine sehr hohe Genauigkeit in der Prognose. Hieraus lassen sich zu jedem Zeitpunkt optimale Handlungsempfehlungen f r den Vertrieb ableiten.

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#### **Altocloud Customer Journey Analytics Genesys**

Apply predictive analytics to the customer journey Know what your customer is thinking Predictive analytics lets you can predict user behavior, shifts in interests or the likelihood of events.

http://ebookslibrary.club/Altocloud-Customer-Journey-Analytics-Genesys.pdf

#### **Top 52 Predictive Analytics Prescriptive Analytics Software**

Predictive analytics uses data mining, machine learning and statistics techniques to extract information from data sets to determine patterns and trends and predict future outcomes.

http://ebookslibrary.club/Top-52-Predictive-Analytics-Prescriptive-Analytics-Software.pdf

#### Was ist was bei Predictive Analytics computerwoche de

Kommt mit Predictive Policing als eine Form der Predictive Analytics die Vorhersage von Straftaten? Der

Science Fiction-Thriller "Minority Report" zeigt eine Methode, mit der auch die deutsche Polizei k nftig auf Verbrecherjagd gehen will: Predictive Policing, die Vorhersage von Straftaten.

http://ebookslibrary.club/Was-ist-was-bei-Predictive-Analytics--computerwoche-de.pdf

## Predictive Analytics Prescriptive Analytics L sungen

Predictive Analytics & Prescriptive Analytics und die Zukunft gehrt Ihnen Sehen Sie in die Zukunft, erstellen Sie verl ssliche Prognosen fr Ihr Geschft, sodass Sie entsprechend planen und erfolgreich Strategien umsetzen knnen.

http://ebookslibrary.club/Predictive-Analytics-Prescriptive-Analytics-L--sungen--.pdf

#### **IBM Watson Marketing Insights Overview United States**

IBM Watson Marketing Insights. Cloud-based solution that surfaces AI-powered predictive customer insights and recommends target audiences to help marketers drive more effective interactions.

http://ebookslibrary.club/IBM-Watson-Marketing-Insights-Overview-United-States.pdf

# **Predictive Customer Analytics LinkedIn**

Learn about the customer life cycle and how predictive analytics can help improve every step of the customer journey. Use predictive analytics to identify, attract, and retain the best customers <a href="http://ebookslibrary.club/Predictive-Customer-Analytics-LinkedIn.pdf">http://ebookslibrary.club/Predictive-Customer-Analytics-LinkedIn.pdf</a>

#### **Customer Lifetime Value Towards Data Science**

Well, predictive analytics is here to help. The goal of this use case to build a regression model that can predict the Customer Lifetime Value for a new or recent customer, based on his or her recent buying patterns. http://ebookslibrary.club/Customer-Lifetime-Value---Towards-Data-Science.pdf

## **Customer Value Archives Predictive Analytics**

Einem Neukunden ein Fahrzeug zu verkaufen, ist um ein Vielfaches aufw ndiger als bei Bestandskunden. Dennoch zielen die Hersteller mit teuren Werbekampagnen und ausgefeiltem Targeting berwiegend auf neue Adressen.

http://ebookslibrary.club/Customer-Value-Archives-Predictive-Analytics.pdf

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