



# DDDM

## HOW MIS LEVERAGES BIG DATA ANALYTICS FOR BUINESSES INSIGHTS

### Role of MIS in industries

- RETAILERS NEED TO KNOW HOW PRODUCT LINES ARE PERFORMING, ALONG WITH FOOTFALL IN PHYSICAL STORES AND USER BEHAVIOR ACROSS DIGITAL CHANNELS, INCLUDING SOCIAL MEDIA.
- MANUFACTURERS REQUIRE UP-TO-THE-MINUTE INFORMATION ON SUPPLY CHAINS, PRODUCTION MACHINERY PERFORMANCE ON FACTORY FLOORS, AND DISTRIBUTION CONSIDERATIONS.
- FINANCIAL SERVICES ORGANIZATIONS BUILD THEIR REPUTATIONS ON BEING AHEAD OF MARKET TRENDS AND NEED TO OFFER INNOVATIVE PRODUCTS AND SERVICES WHILE REMAINING COMPLIANT WITH STIFF DATA REGULATIONS.
- HEALTHCARE ORGANIZATIONS NEED COLLABORATIVE ECOSYSTEMS THAT ALLOW PROFESSIONALS TO ACCESS PATIENT DATA IN A SECURE AND COMPLIANT MANNER. RESEARCHERS REQUIRE POWERFUL AI PLATFORMS TO PROCESS DATA IN AN AUTOMATED FASHION.



### lufthansa group increased orgazinalational efficiency by 30%



Lufthansa Group, previously lacking uniformity in analytics reporting across its 550+ subsidiaries, improved efficiency by 30% by adopting a single analytics platform. This increased flexibility in decision-making and enhanced departmental autonomy. Heiko Merten, Head of BI Applications in Sales, emphasized that the company is now better positioned to create analyses independently, with a stronger understanding of data's crucial role in Lufthansa's success.

### How Netflix uses Data Analytics to minimizes Customer Churn to Enhance Retention Rates by 79%

With over 247.2 million subscribers globally, Netflix's success lies in its cutting-edge recommendation engine. By integrating machine learning, data analytics, and a commitment to streaming optimization, Netflix ensures a personalized cinematic journey for each user, solidifying its position as a pioneering force in entertainment.

