

DDDM



HOW MIS LEVERAGES BIG DATA ANALYTICS FOR BUINESSES INSIGHTS

Role of MIS in industries

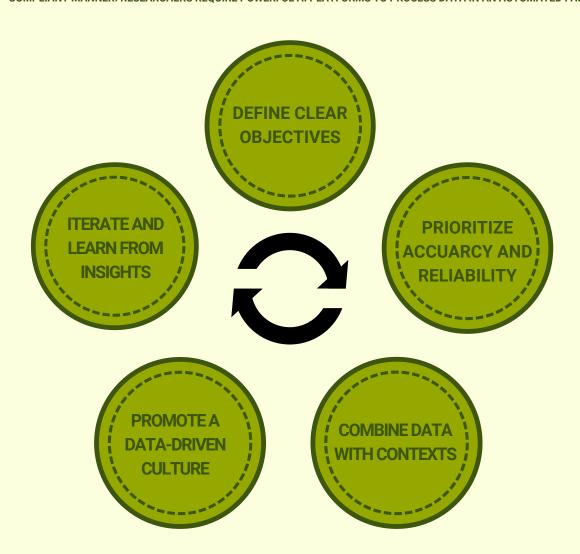
RETAİLERS NEED TO KNOW HOW PRODUCT LİNES ARE PERFORMING, ALONG WİTH FOOTFALL İN PHYSICAL STORES AND USER BEHAVIOR ACROSS DİGİTAL CHANNELS, İNCLUDİNG SOCİAL MEDİA.

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 orgazinational eficiency 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.

