Congratulations! You passed!

TO PASS 80% or higher

GRADE
100%

The Obama example: forecasting vs. predictive analytics

TOTAL POINTS 1

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1. What distinguishes predictive analytics from forecasting? Select all that apply.

   1 / 1 point

   ☐ Predictive analytics operates at a less detailed level of granularity than forecasting.

   ☐ Predictive analytics makes aggregate predictions that apply across individuals whereas forecasting makes a prediction for each individual.

   ☑ Predictive analytics goes beyond forecasting the outcome to actually exert an effect on that outcome.

   > ✓ **Correct**
   >
   > Predictive analytics renders a prediction for each individual and each prediction informs the action or treatment to be taken with that individual. As such, predictive analytics delivers insights that are actionable.

   ☐ Predictive analytics operates on the macro level whereas forecasting operates on the micro level.

   ☑ Predictive analytics operates at a more detailed level of granularity than forecasting.

   > ✓ **Correct**
   >
   > By rendering a prediction for each individual, predictive analytics operates at a more detailed level of granularity than forecasting, which renders a aggregate prediction across individuals.

   ☑ Predictive analytics renders a prediction for each individual, whereas forecasting renders an aggregate prediction that applies across individuals.

Correct

True by definition.