

The 4 types of Analytics



Descriptive analytics

Tracking of materials, goods, and means of transport –
Telematics (logistics)
Foot traffic trends, time at which people travel (Retail,
Travel, Publishers)



Diagnostic

Competitor behaviors (retail)
Audience segmentation



Predictive analytics

Demand forecast,
customer experience,
inventory management



Prescriptive analytics:

Identify investment opportunity (store, cell tower)
Consumer targeting and messaging
Match users and retailers based on location, context,
and discount