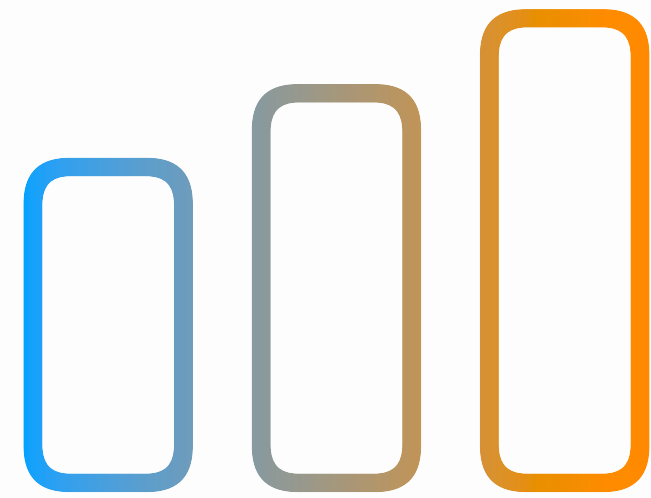
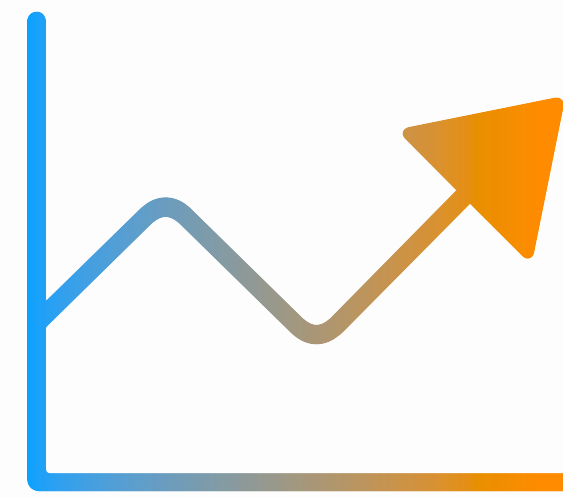


# Three Key Types of Business Analytics



## Descriptive

Analyses historical data to identify trends & answer "What happened?"



## Predictive

Uses historical data to forecast future outcomes



## Prescriptive

Recommends actions by answering: "What should we do?" using advanced techniques

# Applications & Importance of Business Analytics

## Applications

**Finance:** Risk management, fraud detection, financial forecasting

**Marketing:** Customer segmentation, targeted marketing, churn prediction

**Operations:** Supply chain optimization, inventory management, production efficiency

**Human Resources:** Employee retention, workforce planning

**Retail:** Personalized recommendations, demand forecasting

**Healthcare:** Patient care optimization, resource allocation

## Importance

Informed decision-making

Improved efficiency

Risk mitigation

Customer insights

Competitive advantage