

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

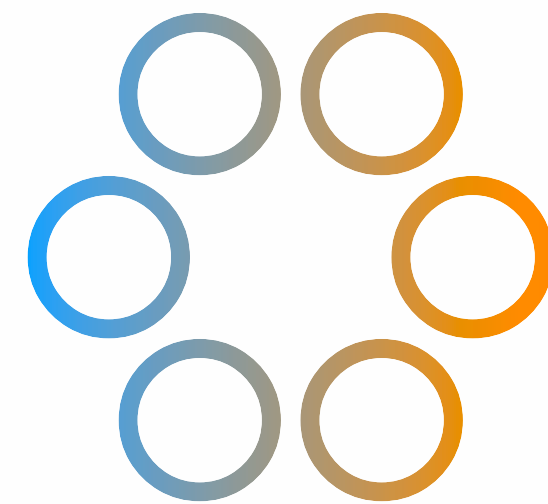
Customer insights

Competitive advantage

AI in Modern Decision-Making



Quick decisions based
on real-time data



AI's role in self-driving
technology



Importance for
managers