Ungraded Assignment: Real-World Applications of Descriptive, Predictive, and Prescriptive Analytics

Objective: A comprehensive understanding of the practical applications of descriptive, predictive, and prescriptive analytics in various industries. Collect, analyze, and report real-world examples of these analytical techniques in action.

Instructions:

1. Select an industry of your interest (e.g., healthcare, finance, retail, marketing, etc.).
2. Conduct research to find a real-world example of descriptive, predictive, and prescriptive analytics being used within your chosen industry. You may refer to case studies, news articles, research papers, or interviews with industry professionals as sources. Ensure that the example is recent and relevant.
3. For the example, provide the following information:
   a. Description of the problem or opportunity that the analytics addressed.
   b. Explanation of the specific analytical technique(s) used (descriptive, predictive, or prescriptive).
   c. Technique applied, including tools, data sources, and methods.
   d. Results or outcomes achieved through the implementation of the analytics
   e. Lessons learned and potential future applications of the analytics within the industry.
4. Prepare a 10 slide or 4 page report to visually present a key summary of the exercise.
5. Submit on the LMS under this link**.**
6. **Note:** This is an **ungraded assignment**. **Submission deadline: Friday, 04 July, 2025, 11:59 PM**. **1-2 of the best submissions** will be picked by Prof. Shashi Jain to showcase in the next lecture session. **Use of LLMs are restricted only for grammatical checks.**