**[Healthcare Information Research](https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3633174/)**

# **Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie or Die**

Hospital documents vast volumes of customer or patient information, vendors, and activities on a regular basis. Health insurance companies often provide large claims data that can be collected, communicated, aggregated, processed and analyzed as large data pools. In order to find signals that are beneficial for patients and healthcare service management, we can evaluate massive health data, although the data has quality issues. Innovation and development in healthcare will increasingly occur with forecasts analyzing big data.

In seven chapters, the book breaks down predictive analytics. In advertising, banking, healthcare, fraud, insurance, government, jobs and personal venues, cause and effect maps, diagrams along with a few comics and a glossy centerfold show cases of predictions.

Some topics discussed explain ways to increase consumer purchasing, limit defaulting or paying off bank loans, anticipate leaving employees or dropping cell phone coverage for customers along with online blog collection, social networking and risk information. Each chapter incorporates parts of "what's predicted" and "what's done about it" to explain the connection between PA and data collected.

1) A little prediction goes a long way,

2) Data is always predictive,

3) Induction is reasoning from detailed facts to general principles,

4) Ensembles compensate for limitations, and

5) Persuasion can be predictable through outcomes.

Using the predictive models of large corporations such as Target, Hewlett-Packard, Chase Bank, Netflix and Telenor along with John Elder's stock market techniques, Jeopardy!'s Watson computer, Kaggle's competitions, and Obama's second term presidential campaign, we can learn the ins and outs of predicting through collecting and interpreting simple to complex data.

It will improve healthcare by predicting human actions by analyzing cumulative data from health systems that are not so involved so far. Data is the unsalted, flavorless residue accumulated in large part as the by-product of repetitive tasks, deposited en masse as companies churn away. Big data embodies an extraordinary wealth of experience from which to learn.

Siegel spends a lot of the book going through the different predictive models and how the data is extracted and used. This type of data mining is being used in numerous ways, not just for consumerism. He provides examples from family and life, healthcare, crime fighting and fraud detection, staff and employees and human language understanding. While the book answers so many questions about how marketers know so much about consumers, it's not just a book for marketers. It is one of those business books that cross many departments including sales, research and development, human resources, customer service among others.

There are many big data in healthcare area such as health insurance corporations, hospitals, bioinformatics research institutions, and disease management and control institutions. PA would contribute to intervene in utilization of healthcare service, guide new way of supply of healthcare service, enhance lifestyle, and prolong life expectancy. The book introduces 147 examples of predictive analysis including healthcare industry. These mini-case studies easily will inspire and broaden understanding and utilization of predictive analytics to health professionals and scholars interested with big data analysis.

Hospital professionals may use the book as a reference by using the quantity of refuse data to invent new forms of operation and industry. Researchers can also gain insight into the course of research for predictive analysis. Big data aligned from different sources would have major consequences for policy makers and clinicians as the case diaper on one's health actions.

References

Manyika J, Chui M, Brown B, Bughin J, Dobbs R, Roxburgh C, et al. Big data: the next frontier for innovation, competition, and productivity. New York (NY): McKinsey Global Institute; 2011.