**Prescriptive Analytics**

It is the area of data or business analytics dedicated to finding the best course of action for a given situation. Prescriptive analytics is related to all other three forms of analytics that is, descriptive, diagnostic, and predictive analytics. The endeavor of prescriptive analytics is to measure the future decision’s effect to enable the decision makers to foresee the possible outcomes before the actual decisions are made. Prescriptive analytic systems are a combination of business rules, machine learning algorithms, tools that can be applied against historic and real-time data feed. The key objective here is not just to predict what will happen, but also why it will happen by predicting multiple futures based on different scenarios to allow companies to assess possible outcomes based on their actions.

Some examples of prescriptive analytics are by using simulation in design situations to help users identify system behaviors under different configurations, and ensuring that all key performance metrics are met such as wait times, queue length, etc. Another example is to use linear or nonlinear programming to identify the best outcome for a business, given constraints, and objective function.