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Predictive Analytics Software

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Best Predictive Analytics Software include:

Anaconda, RStudio, Alteryx Platform, MATLAB, IBM SPSS, and SAP Analytics Cloud.

Predictive Analytics Software TrustMap




TrustMaps are two-dimensional charts that compare products based on trScore and research frequency by prospective buyers. Products must have 10 or more ratings to appear on this TrustMap.

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Predictive Analytics Software Overview

What is Predictive Analytics Software?

Predictive Analytics are used to analyze current data and historical facts in order to better understand customers, products, and partners. It is also used to identify potential risks and opportunities. Predictive analytics platforms tend to be very complex products and require advanced skill sets in order to use them effectively.



In the hands of skilled data analysts and data scientists, predictive analytics can be an extremely powerful tool. It can, for example, calculate customer lifetime value for a given customer; estimate sales projections for the next quarter, or predict what product an online shopper is likely to purchase next.

The Importance of Good Data

The basis for good predictive outcomes is good data. For example, to make predictions about what customers are likely to buy in the future, it's essential to have detailed data on what they have bought in the past, attributes of purchased products, etc.

Provided there is adequate high-quality data, predictive models are created using techniques like regression testing, decision trees or other methodologies to measure degree of correlation between variables to help predict future behavior.

Predictive Analytics vs. Business Intelligence

Predictive Analytics tools are strongly related to Business Intelligence, and they are sometimes considered as part of the BI universe. The distinction between BI and predictive analytics is that BI is usually considered descriptive, i.e. looking at what happened in the past. Predictive analytics is about finding hidden patterns in data using complex mathematical models to predict future outcomes.

The emergence of big data platforms like Hadoop and very fast in-memory analytics products has resulted in some blurring of the lines between big data and predictive analytics.

Pricing Information

A couple of well-known incumbent products own the lion's share of the market and these tools tend to be much more expensive than newer upstart products with much smaller market share. One of the leading products in the category costs over \$5,000 per user. Newer, less well-known products typically cost a fraction of the cost of the market leaders.

The free, open-source R programming language has more than 3,000 community-developed analytical applications, but can be challenging to use since it is code-based and does not have a drag-and-drop visual workspace.

Related Categories



AI Virtual Sales Assistant Software

Business Intelligence (BI) Tools

Data Science Platforms

Data Discovery and Visualization Platforms

Sales Forecasting Software

Full-Stack Business Intelligence Software

Integration Platform as a Service (iPaaS) Software

Machine Learning Tools

Population Health Management Tools

Predictive Sales Analytics Tools

Predictive Analytics Products

(1-25 of 47) Sorted by Most Reviews

SAP Analytics Cloud



221 ratings | 80 reviews

Top Rated

TRUE

SAP Analytics Cloud combines planning, business intelligence, and predictive analytics as a unified cloud-based platform allowing visualization, planning and prediction to be performed within a single tool. It is built on top of the very fast SAP Cloud Platform, and integrates natively with on-prem...

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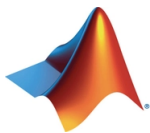
**158 ratings | 57 reviews**

Top Rated

SPSS Statistics is a software package used for statistical analysis. It is now officially named "IBM SPSS Statistics". Companion products in the same family are used for survey authoring and deployment (IBM SPSS Data Collection), data mining (IBM SPSS Modeler), text analytics, and collaboration and ...

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MATLAB

**127 ratings | 46 reviews**

Top Rated

MatLab is a predictive analytics and computing platform based on a proprietary programming language. MatLab is used across industry and academia.

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MicroStrategy Analytics

**232 ratings | 45 reviews**

MicroStrategy Analytics is an enterprise business analytics and mobility platform. Key features include automatic big data analysis and reporting, data discovery and visualization, digital security credentials, and support for mobile devices.

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Alteryx Platform



150 ratings | 44 reviews

Top Rated

The Alteryx Platform is a business intelligence and predictive analytics solution. The vendor's value proposition is that their solution provides analysts with the unique ability to easily prep, blend, and analyze all of their data using a repeatable workflow, then deploy and share analytics at scal...

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NICE Nexidia Analytics



51 ratings | 37 reviews

NICE Nexidia Analytics is based on the company's acquisitions of Nexidia and Mattersight.

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RStudio



71 ratings | 32 reviews

Top Rated

The primary mission of RStudio is to build a sustainable open-source business that creates software for data science and statistical computing, including such as the RStudio IDE, R Markdown, shiny, and many packages in the tidyverse. RStudio open source projects are supported by their commercial prod...

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JMP Statistical Discovery Software from SAS



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70 ratings | 26 reviews

JMP is a division of SAS and the JMP family of products provide statistical discovery tools linked to dynamic data visualizations.

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Logi Analytics



39 ratings | 23 reviews

Logi Analytics is a developer-grade analytics platform designed for application teams needing to rapidly build, deploy, and maintain mission-critical applications. Logi serves the embedded model, so companies increase the likelihood of building valuable, long lasting applications. The vendor focuse...

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Anaconda



69 ratings | 22 reviews

Top Rated

Anaconda is an open source Python distribution / data discovery & analytics platform.

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RapidMiner Studio



**44 ratings** | **17 reviews**

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RapidMiner Studio is a data science and data mining platform from RapidMiner in Cambridge, Massachusetts.

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SAS Advanced Analytics

**90 ratings** | **13 reviews**

SAS Advanced Analytics is the company's suite of applications and modules for advanced statistical analysis and predictive modeling. Products from the suite are available a la carte or in bundles, such as SAS Analytics Pro, which offers an alternative to mixing and matching software by combining Bas...

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OpenText Magellan

**20 ratings** | **10 reviews**

OpenText Magellan Analytics Suite leverages a comprehensive set of data analytics software to identify patterns, relationships and trends through data visualizations and interactive dashboards.

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SAS Enterprise Guide



**14 ratings | 9 reviews**

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SAS Enterprise Guide is a menu-driven, Windows GUI tool for SAS.

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KNIME Analytics Platform

**32 ratings | 9 reviews**

Swiss company KNIME offers their KNIME Analytics Platform for big data and predictive analytics.

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IBM SPSS Modeler

**31 ratings | 5 reviews**

IBM SPSS Modeler is a predictive analytics platform that helps users build accurate predictive models quickly and deliver predictive intelligence to individuals, groups, systems, and enterprises. With an intuitive interface and drag-and-drop features, the software is designed to be easy to use with ...

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NICE Nexidia Predictive Behavioral Routing (formerly Mattersight)

**7 ratings | 4 reviews**



The former Mattersight Predictive Behavioral Routing service is now part of NICE Nexia Analytics since the SearchTrustRadius

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JMP Pro



10 ratings | 3 reviews

JMP Pro offers all the capabilities of JMP, plus advanced features for more sophisticated analysis including predictive modeling and cross-validation techniques.

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Panoply



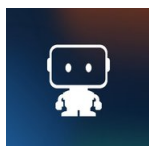
4 ratings | 3 reviews

Panoply is an ETL-less, smart end-to-end data management system built for the cloud. Panoply specializes as a unified ELT and Data Warehouse platform with integrated visualization capabilities and storage optimization algorithms.

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DataRobot



9 ratings | 3 reviews

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H2O

**6 ratings | 3 reviews**

H2O.ai is an open-source predictive analytics and machine learning platform.

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Intracately

**2 ratings | 2 reviews**

Intracately provides sales intelligence for people that sell and market technology products. The vendor aims to help companies find the right accounts and seize every opportunity to connect in a value-driven way. Additionally, the vendor says their software offers a 360-degree view of each company's ...

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Analytic Solver

**3 ratings | 2 reviews**

Frontline Systems Analytic Solver is an Excel add-on for performing data mining, and predictive analytics from within Microsoft Excel.

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Dataiku DSS



9 ratings | 2 reviews

Dataiku is a French startup and its product, DSS, is a challenger to market incumbents and features some visual tools to assist in building workflows.

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SAP Predictive Analytics



10 ratings | 2 reviews

SAP Predictive Analytics is, as the name would suggest, a statistical analysis and data mining platform that can be deployed with SAP HANA.

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Frequently Asked Questions

What are predictive analytics?

What are predictive analytics used for?

Why are predictive analytics important?

What's the difference between predictive analytics and machine learning?

How much does predictive analytics software cost?



What are predictive analytics?

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Predictive analytics use historical data to make claims about future actions, trends or events. They rely on complex software to analyze existing data and construct predictive models.

What are predictive analytics used for?

Predictive analytics have a wide range of uses, including sales and supply chain forecasting, modeling behavior, and financial modelling.

Why are predictive analytics important?

Predictive analytics software is crucial to leveraging your data as effectively as possible when predicting future activity and decision-making.

What's the difference between predictive analytics and machine learning?

Machine learning is a method of programming and teaching your system to take certain actions and develop certain models, while predictive analytics focuses on creating a future-focused output. Machine learning can be a method to conduct predictive analytics.

How much does predictive analytics software cost?

Some popular predictive analytics tools are free to use, but require more coding experience. More accessible products, with easier interfaces, can range from \$20 per user per month to over \$100 per user per month.



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