



predictive analytics

FIVE REASONS WHY YOU NEED PREDICTIVE ANALYTICS TODAY

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Predictive Analytics

What is it and how can it benefit your organization?

With rapid technological developments, new ways to implement marketing strategies with an aim to reach consumers more effectively are popping up all the time. Predictive analysis is one such technique. However, for any organization, the data generated by them is a

strategic asset as it provides actionable insights on customer behavior, intent, and actions.

Why invest in predictive analytics?

Predictive analytics helps in extracting valuable



The capacity for predictive analytics to learn from experience is what renders this technology predictive, distinguishing it from other business intelligence tools and analytics techniques.

information from the enterprise data to devise predictive models that can improve business performance through the effective delivery of products and services. The benefits of employing predictive analytics are beyond belief, and that's the reason why it is now turning to be a **"necessary capability"** for organizations that wish to sustain their competitive edge.

That's just what [Quantzig](#) provides for your business. Our predictive analytics solution is

uniquely designed to optimize predictions, such as customer churn.

Have you thought about what predictive analytics can do for you?

Predictive analytics provides abundant opportunities for **enterprise evolution**. It offers unique opportunities to identify future trends and allows organizations to act upon them. Also, with the growing popularity of Big Data and the evolving nature of Business Intelligence, predictive analytics can offer actionable insights for organizations.

A few reasons why your business needs predictive analytics today:

Secure an inimitable competitive stronghold: Using predictive analytics, you can analyze your business' strengths and competitor's weaknesses to devise effective predictive models. The predictive model generated using the enterprise data taps into an experience to which only your organization is privy. Therefore, every predictive model and the insights obtained through them are outside the reaches of common knowledge.

Enhance your core business capabilities: An important step to grow beyond just increasing sales is to improve the core competencies of your business offerings. Whether it's about promoting your product or service offerings, the ultimate goal is to focus on the use of predictive analytics to optimize your approach to the market. This can be done in several ways in various industrial segments including the prediction of health risks for proactive healthcare and predicting inventory demand in retail.

Develop customer retention strategies: Predictive analytics assists in delivering a unique competitive advantage to a range of customer-facing activities. Also, it provides the required knowledge to target customers at the right moment. Though churn modeling may be the most popular business application of predictive analytics, developing customer retention strategies is the main priority for businesses. Moreover, you can productively spend your marketing dollars by predictively scoring customers based on their next likely action.

Manage escalating customer expectations efficiently: Customers are increasingly becoming less tolerant towards unsolicited and untargeted communications and instead prefer custom-made recommendations. Predictive analytics helps firms in heightening security measures and addresses consumer expectations by triggering fewer false alarms. Also, a positive customer experience enabled by predictive analytics paves the way for a loyal customer base.

Render analytics and business intelligence truly actionable: The insights offered by business intelligence and other reporting tools are not readily actionable; whereas, predictive analysis is designed to generate decisive action imperatives. In fact, predictive analytics is the key to driving millions of operational decisions. For instance, in the case of fraud management, predictive analytics drives decisions to audit, investigate, or block fraud.

LATEST INSIGHTS



How Healthcare Industry is Leveraging Predictive Analytics to Improve Patient Outcome

Predictive modeling can perform complicated calculations to increase diagnoses accuracy by factoring in genomes and gene markers to discover hidden conditions. What are the other advantages it offers to healthcare firms?

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Developing a Predictive Model Based on a Combination of Variables

In our latest engagement, we helped a leading insurance firm design the right marketing campaigns to suit different customer segments.

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Success Story

Predictive analytics engagement for a leading insurance company ...

Challenge:

The client wanted to predict their customer's response to various offers and develop targeted marketing strategies.

Benefits offered:

Helped the client identify the target customers and accordingly designed the right marketing campaigns to suit their needs.

Insights offered:

The solution offered helped the client develop a predictive model to enhance customer experience.

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About Quantzig

For more 15 years, we have assisted our clients across the globe with end-to-end data management and analytics services to leverage their data for prudent decision making. Our firm has worked with 120+ clients, including 55+ Fortune 500 companies.

At Quantzig, we firmly believe that the capabilities to harness maximum insights from the influx of continuous information around us is what will drive any organization's competitive readiness and success. Our objective is to bring together the best combination of analysts and consultants to complement our clients with a shared need to discover and build those capabilities and drive continuous business excellence.



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