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Predictive analytics: An overview

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Predictive analytics is the practice of generating insights from the historical data using data mining, statistical modeling and machine learning techniques to predict unobserved/unknown events. In predictive analytics, data patterns and cause-effect relationship between the set of variables is mathematically modeled using data mining, statistics and machine learning methodologies to make inferences. This deck covers the different layers of analytics with the emphasis on predictive analytics. It explains in detail the life cycle of a typical predictive analytics project along with real-world business use cases in the multiple business verticals. The new trends in tools, technologies and platforms available for handling a predictive analytics project also considered with the changing market trends and emerging machine learning/artificial intelligence technologies.

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