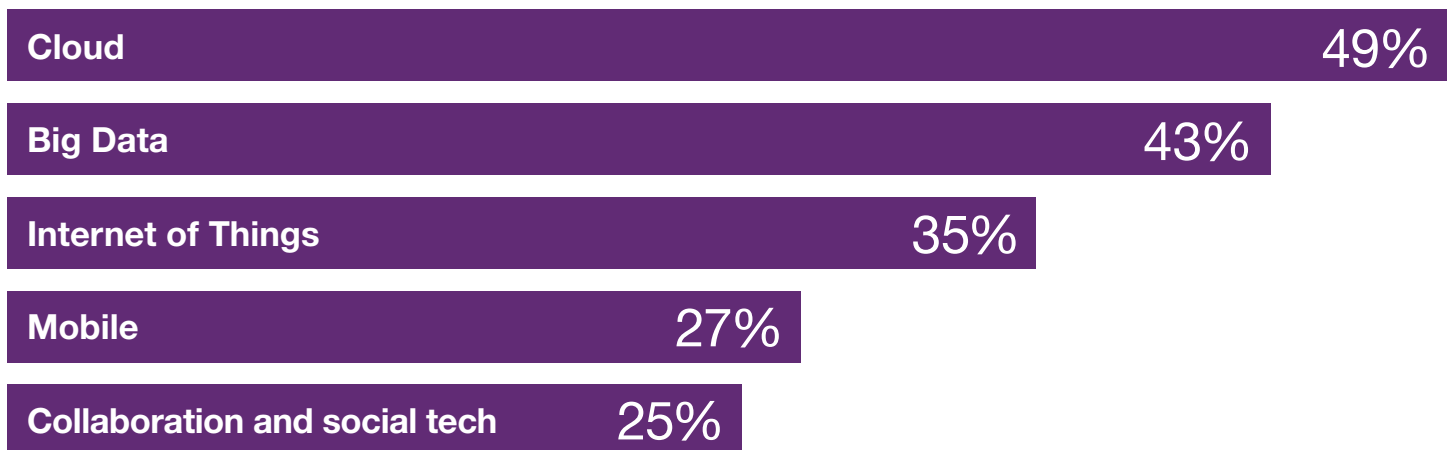


THE RISE OF PREDICTIVE ANALYTICS



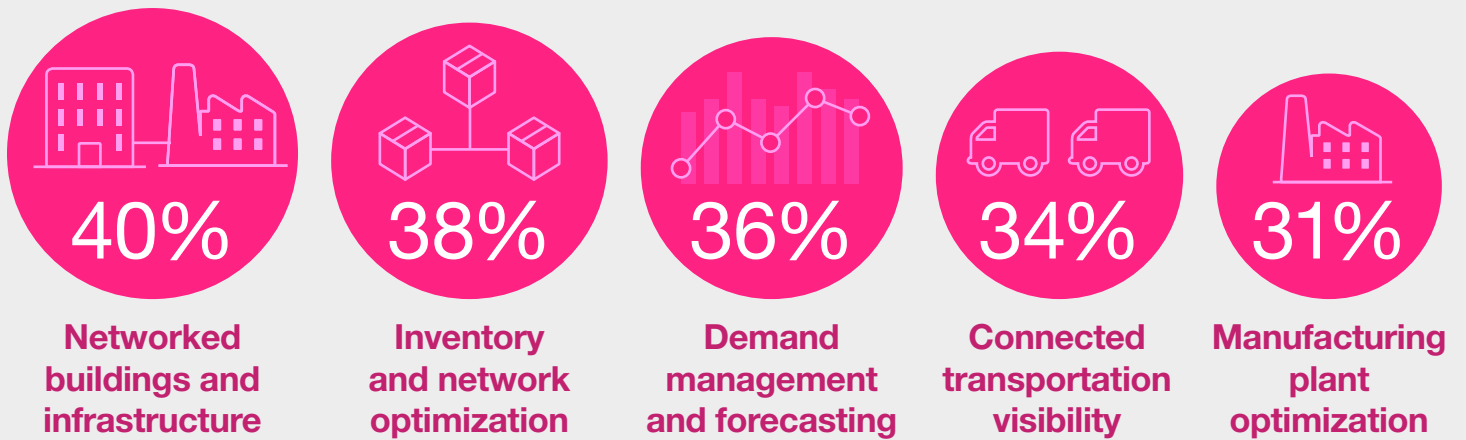
As technology generates torrents of new data, the need for predictive analytics grows...

Which of the following digital operations initiatives will receive the greatest level of investment over the next three years? Top 5 responses



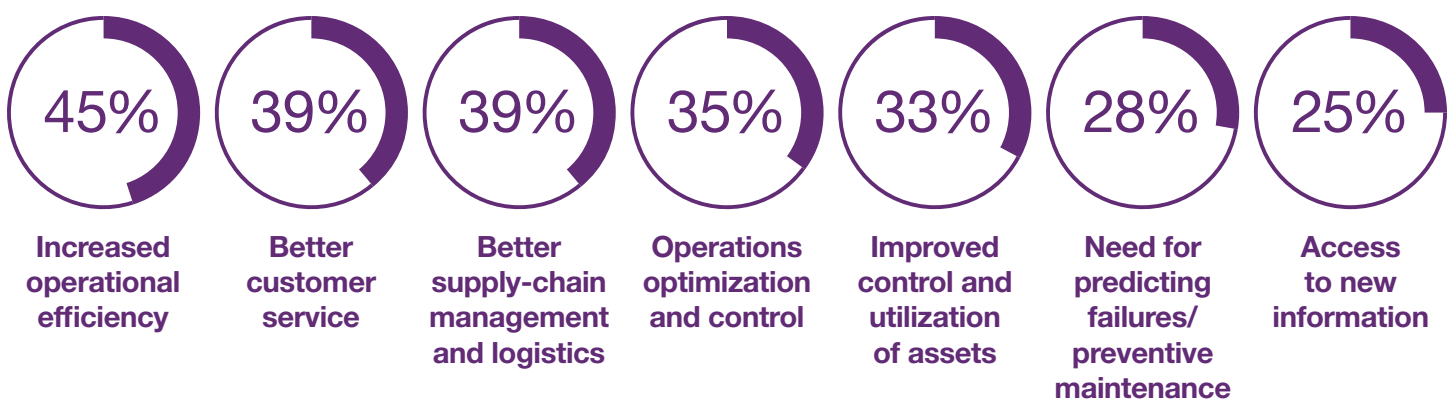
...and spending on analytics targets multiple areas.

In which applications of predictive analytics do you expect to invest most in three years? Top 5 responses



Big payoffs are expected over the next three years...

Which of the following have been identified as significant drivers of your organization's predictive analytics initiatives over the next three years?



...but capabilities remain underdeveloped in key applications.

Which of the following have been identified as significant drivers of your organization's predictive analytics initiatives over the next three years? Highly developed responses

