Predictive Analytics and Big Data: A Powerful Combination

Predictive analytics and big data are powerful partners in the struggle to achieve business insight. Using predictive analytics to anticipate change and plan strategies enables decision makers to maximize the value of their investments in big data. Predictive models fed by robust datasets help decision makers to uncover hidden patterns and relationships. Aberdeen Group’s research indicates that leveraging big data and predictive analytics together drives faster decision making and stronger overall performance.

Aberdeen collected data from 676 survey respondents to its 2014 Business Analytics survey. 92 of those organizations had both predictive analytics and big data capabilities and were singled out for analysis.

Challenges

56% Insight into customer behavior
48% Insight into internal operations
34% See advanced analytics as a way to gain a competitive advantage
50% of all big data organizations cite a lack of senior management support

Overwhelming data volume and complexity is a top pressure driving analytical investment

TOP BIG DATA GOALS

56% more likely
82% more likely
79% more likely
110% more likely

TOP OBSTACLE FOR ADVANCED ANALYTICAL INITIATIVES

CORPORATE MGMT
SALES / BUS DEV
FINANCE
MARKETING

56%
48%
34%

50%
Insight into customer behavior
Insight into internal operations
See advanced analytics as a way to gain a competitive advantage

Investing in more powerful analytical tools is the top strategy of big data organizations.

Strategies

Companies leveraging predictive analytics and big data are more likely to have pervasive analytical adoption in:

- CORPORATE MGMT
- SALES / BUS DEV
- FINANCE
- MARKETING

Results

Organizations with the ability to apply predictive analytics to big data deliver relevant information to users more quickly and achieve desirable improvements to their bottom line.

BENEFITS TO COMPANIES APPLYING PREDICTIVE ANALYTICS

VS THEIR PEERS THAT DID NOT

7% reduction in operating costs
2.5x greater increase in operating cash flow over one year without big data and predictive analytics
17% increase in revenue year-over-year

43% more likely to improve the speed of decision making
84% of the time vs 64% for all others

Employees are

39% more likely to be satisfied with the relevance of analytical capabilities to their jobs

Act faster by anticipating change.
Uncover unexpected patterns.
Develop models to guide frontline operations.