

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 these organizations had both predictive analytics and big data capabilities and were singled out for analysis.

Challenges

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

TOP BIG DATA GOALS

56%

Insight into customer behavior



48%

Insight into internal operations



34%

See advanced analytics as a way to gain a competitive advantage



TOP OBSTACLE FOR ADVANCED ANALYTICAL INITIATIVES

50% of all big data organizations cite a lack of senior management support

(A big data organization has invested in the technological capabilities to manage and analyze large data volumes.)

Strategies

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

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

CORPORATE MGMT

FINANCE

SALES / BUS DEV

MARKETING



56% more likely



82% more likely



79% more likely



110% more likely

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

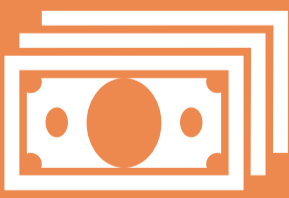
VS THEIR PEERS THAT DID NOT



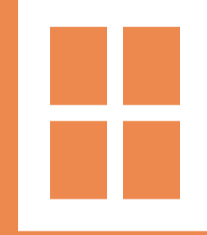
7% reduction in operating costs



43% more likely to improve the speed of decision making



2.5x greater increase in operating cash flow than organizations without big data and predictive analytics



Obtain critical information within the decision window
84% of the time vs 64% for all others

17% increase in revenue year-over-year



Employees are 39% more likely to be satisfied with the relevancy of their job roles

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