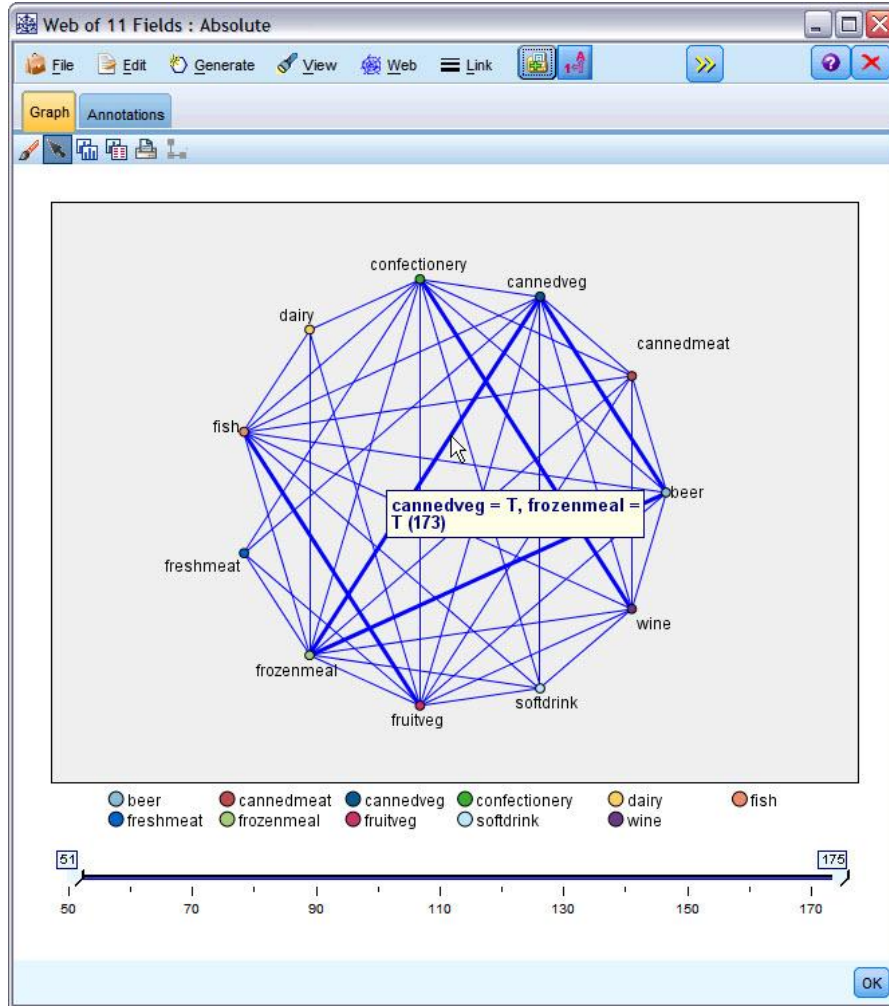




# Leveraging Predictive Intelligence for Better Decisions and ROI



# What is Predictive Analytics?



Predictive Analytics helps connect **data** to effective **action** by drawing reliable conclusions about current conditions and **future** events.

— Gareth Herschel, Research Director, Gartner Group

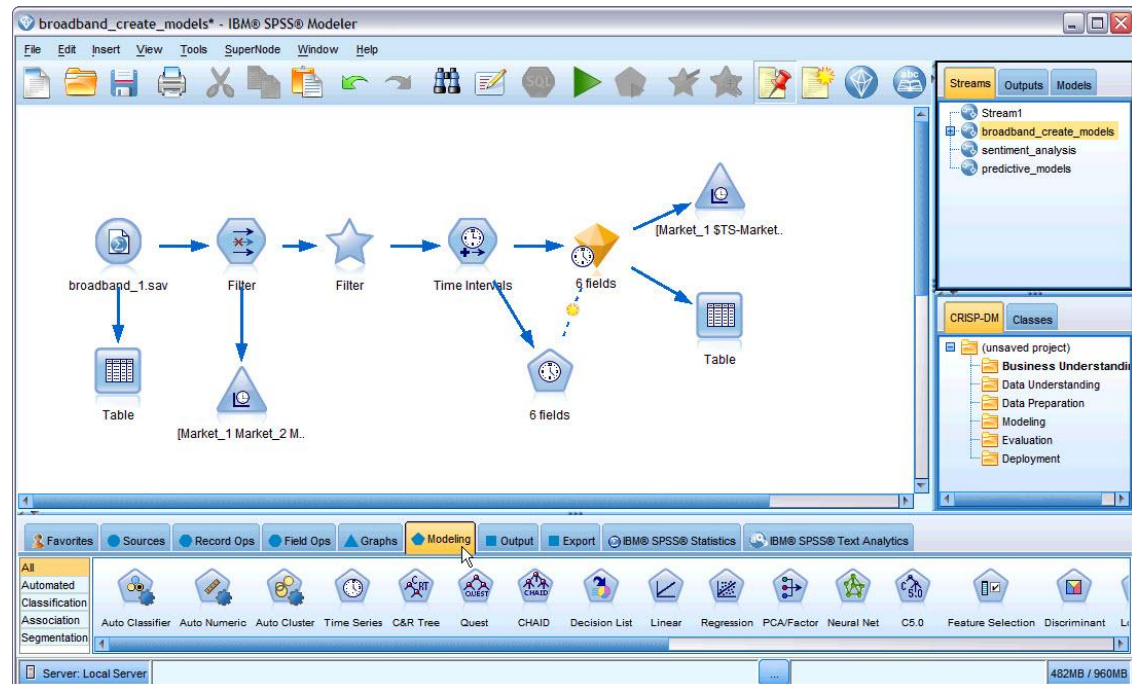
## Why Predictive Analytics?

- Proactive customer service
- Acquire profitable customers efficiently
- Sell more to existing customers
- Keep profitable customers longer
- Proactively manage risk from fraudulent activity
- Proactively manage resources, human and physical



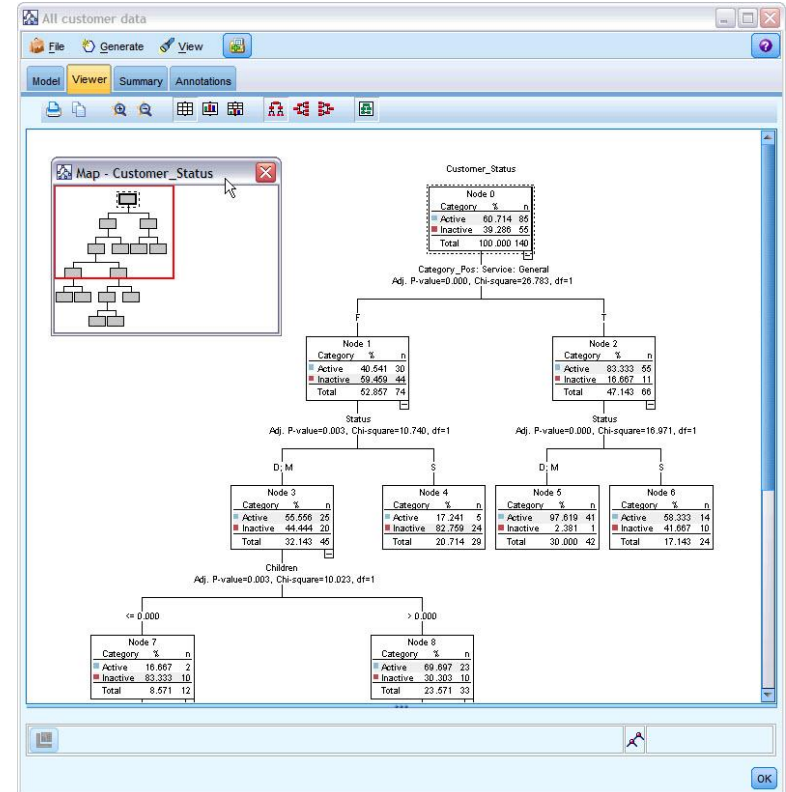
## What is IBM SPSS Modeler?

- IBM SPSS Modeler is a high-performance data mining and text analytics workbench that quickly delivers positive ROI by creating the predictive intelligence that allows organizations to proactively and repeatedly reduce costs and increase productivity.

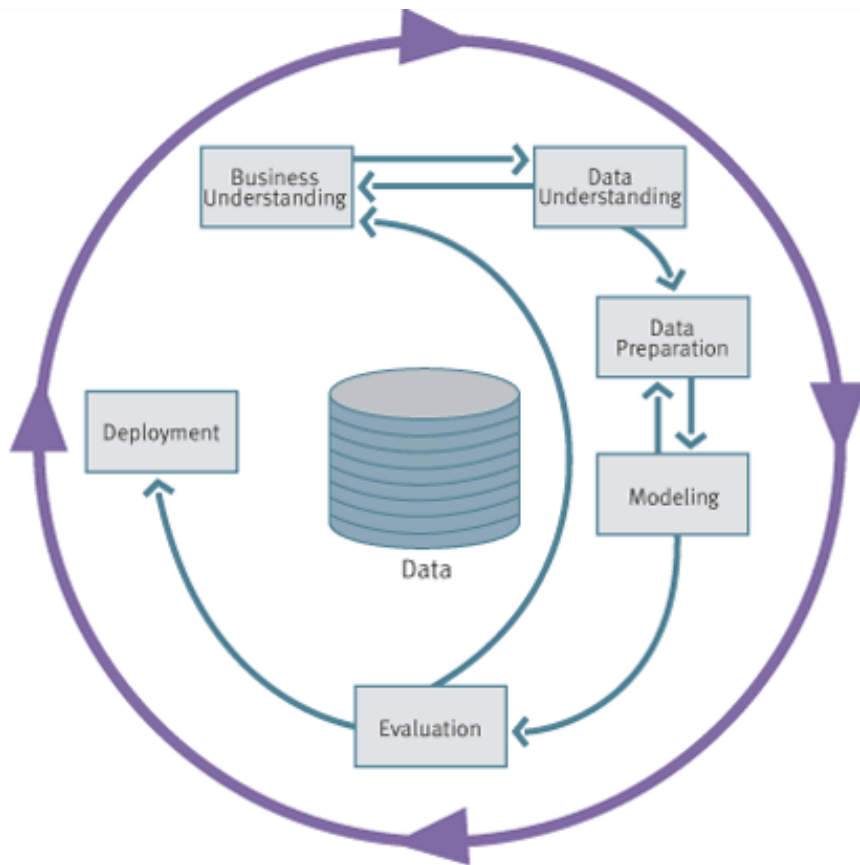


## Why Modeler?

- Easy to Learn / Intuitive Visual Interface
  - Comprehensive range of data mining functions
- Powerful Automated modeling
  - Automated data preparation
  - Multi model creation, evaluation
  - Integrated analysis of text, web, & survey data
- Open and scalable architecture
  - Data mining within standard databases with SQL pushback support



## The CRISP-DM Process



- Cross Industry Standard Process for Data Mining
- Directions, tasks, and objectives for each phase of a data mining project
- [www.crisp-dm.org](http://www.crisp-dm.org)



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# DEMONSTRATION

## Recap, Questions and Next Steps

- Working Definition Predictive Analytics
- Why Predictive Analytics – Grow, Retain, Attract, Identify Fraud, Mitigate Risk
- General Overview of CRISP-DM, IBM SPSS Modeler
  - Modeler brings repeatability to ongoing decision making with predictive modeling
  - Unique ability to leverage structured and unstructured data provides the most accurate predictive insight
  - Predictive workbench to leverage predictive intelligence for better decisions and ROI
- Questions & Next Steps
- For more information call (800) 543-2185