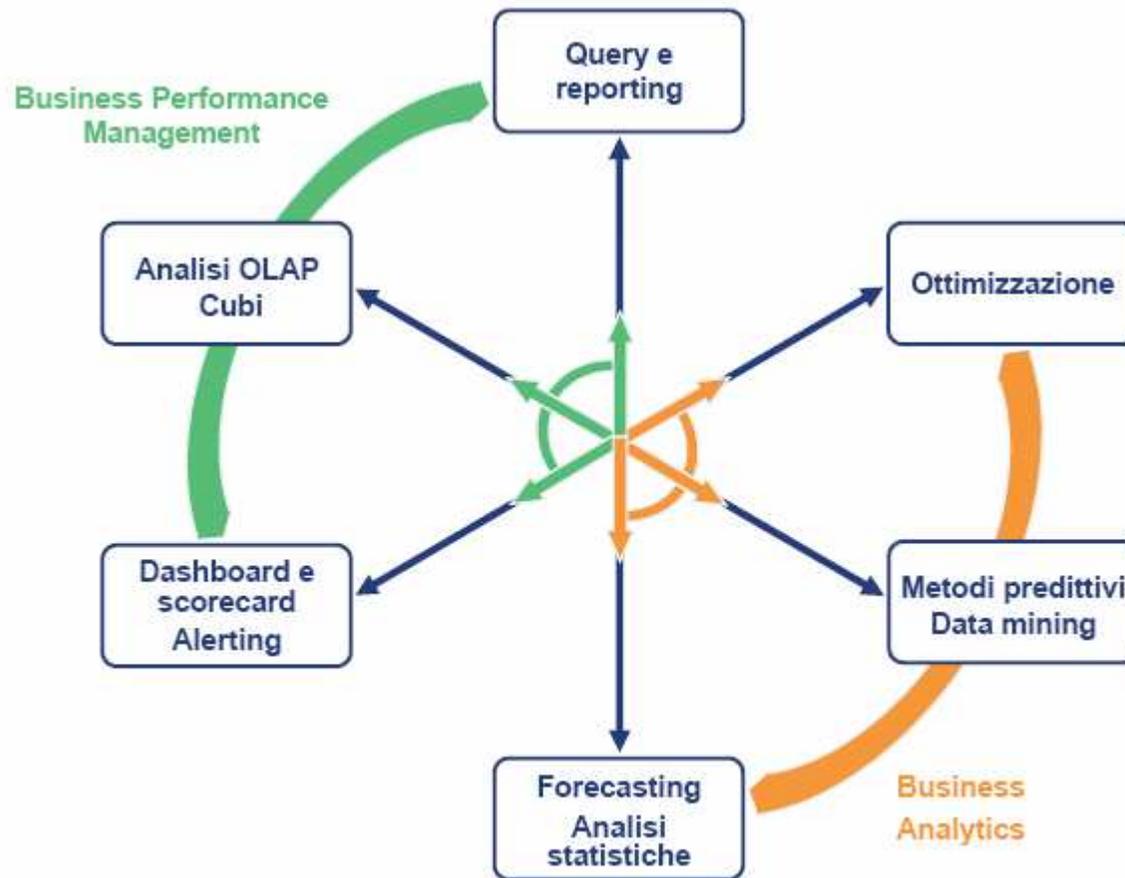


# InfoPlanet

**Predictive Analytics:  
cogliere le opportunità di “tutto un  
mondo intorno”**

**Luca Camporese - Business Development Manager  
SPSS Italia**



Fonte: C. Orsenigo & C. Vercellis, Business Intelligence. Creare vantaggio competitivo con l'analisi dei dati, Rapporto Osservatorio Business Intelligence, Politecnico di Milano, 2008.

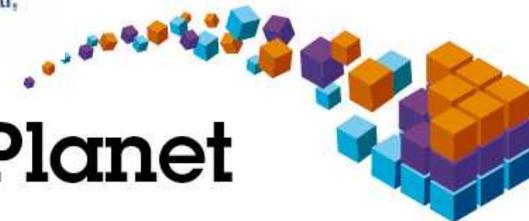
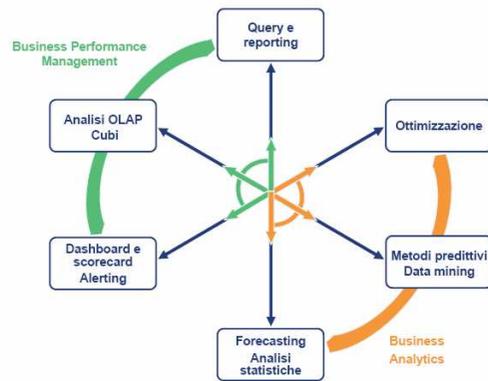
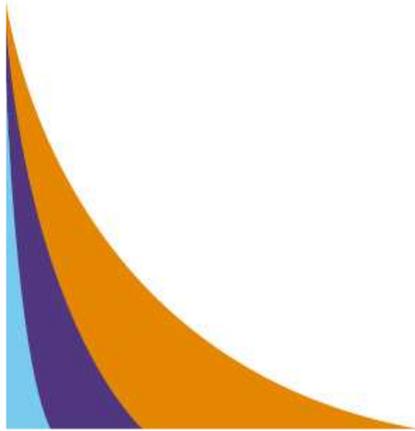
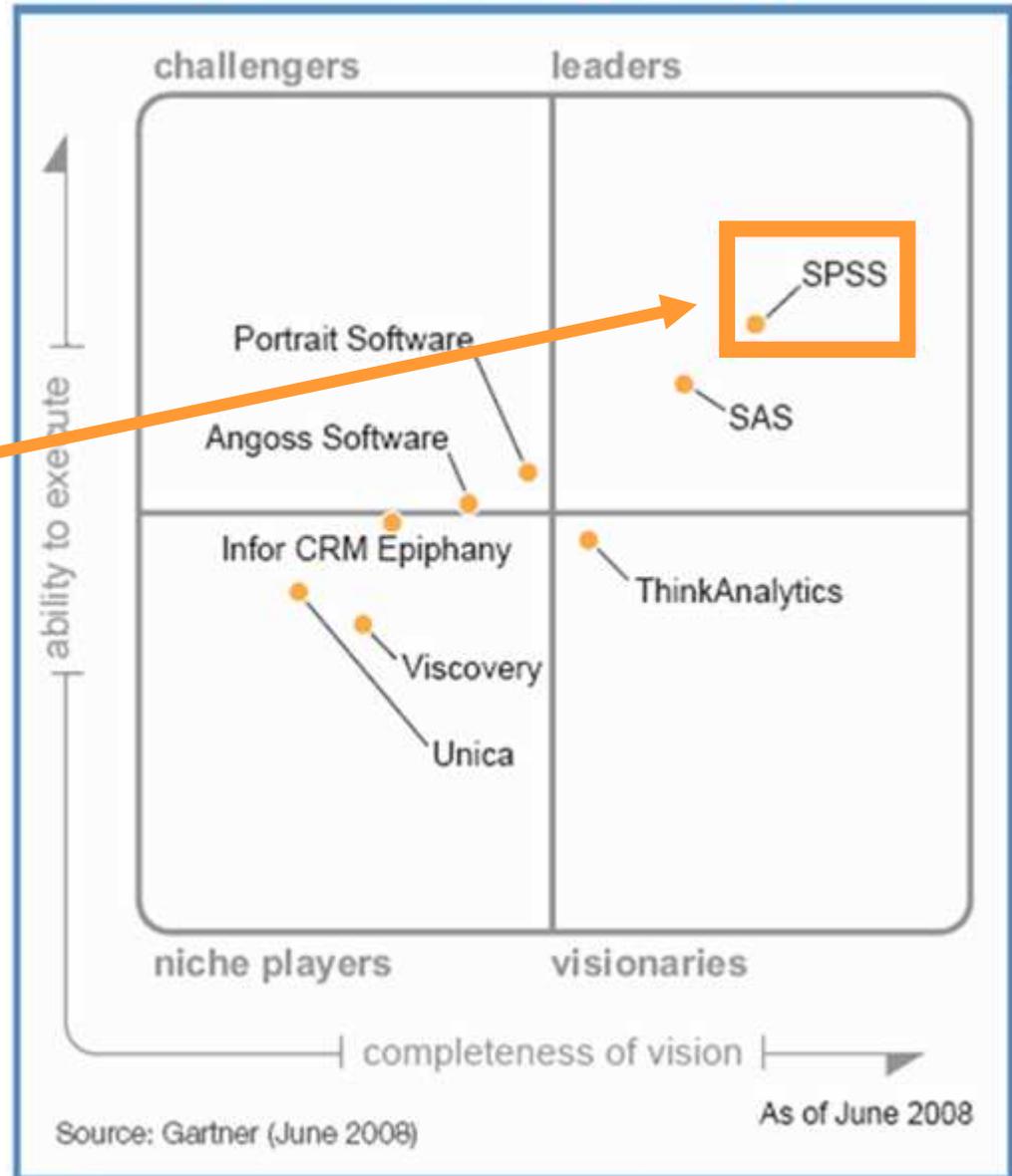


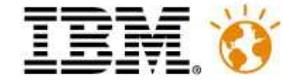
Figure 1. Magic Quadrant for Customer Data-Mining Applications



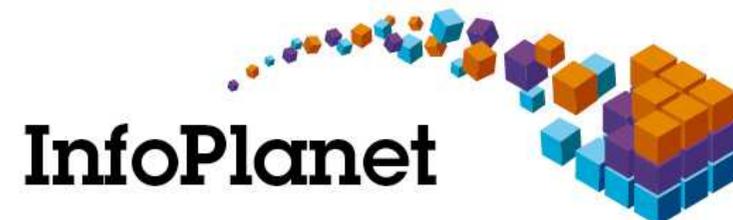
Fonte: C. Orsenigo & C. Vercellis, Business Intelligence. Creare vantaggio competitivo con l'analisi dei dati, Rapporto Osservatorio Business Intelligence, Politecnico di Milano, 2008.



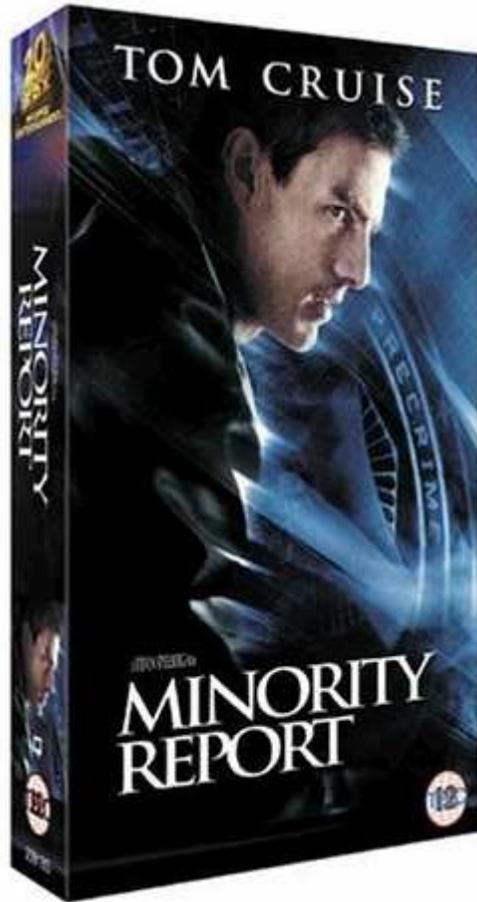
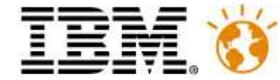
# SPSS=Predictive Analytics



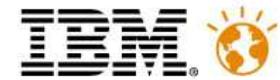
*... aiutano a identificare schemi di comportamento significativi e correlazioni tra le variabili entro un complesso insieme di dati allo scopo di prevedere eventi futuri e valutare le opportunità offerte da diverse linee d'azione.*



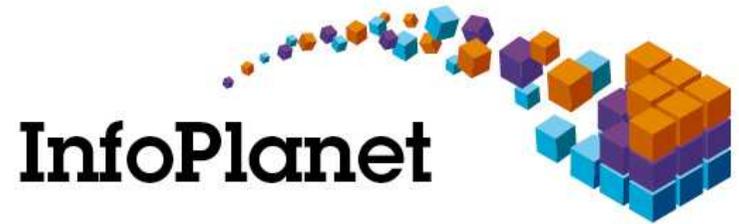
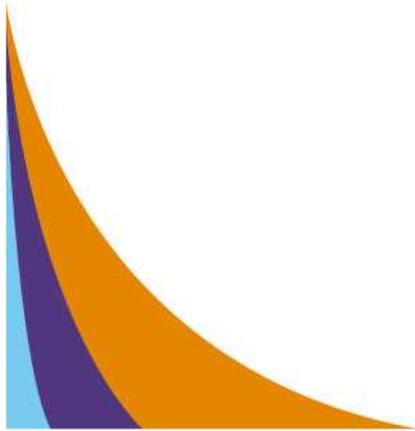
# Predictive Analytics



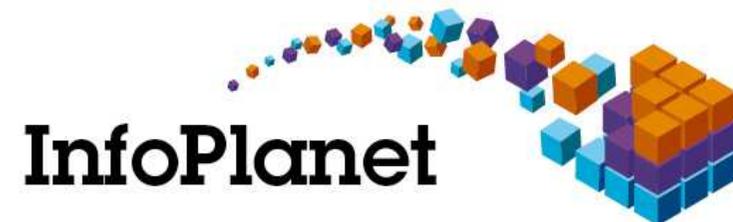
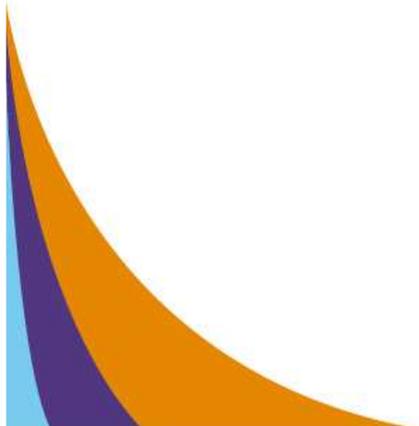
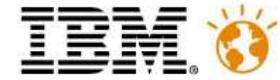
# PreCrime Analytics



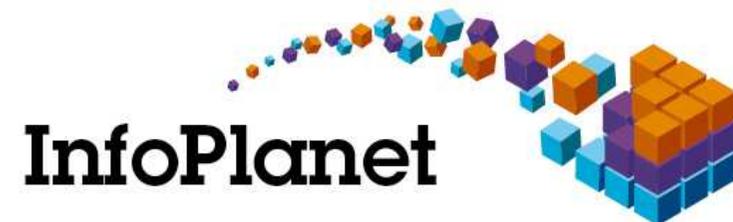
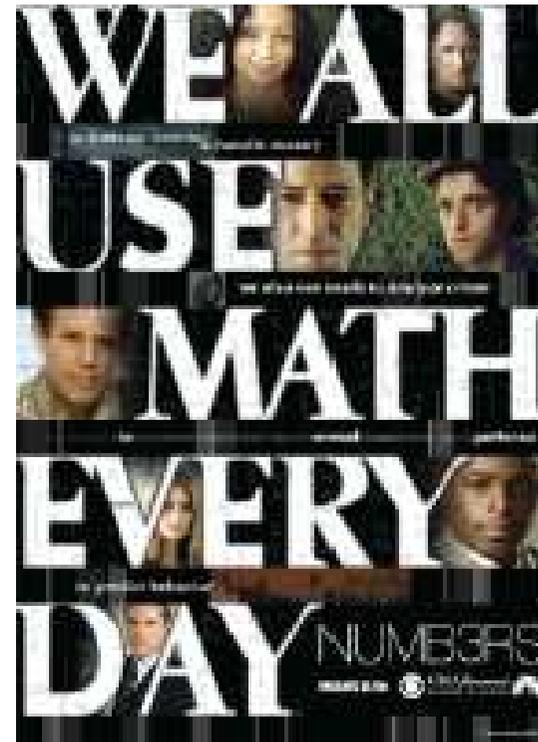
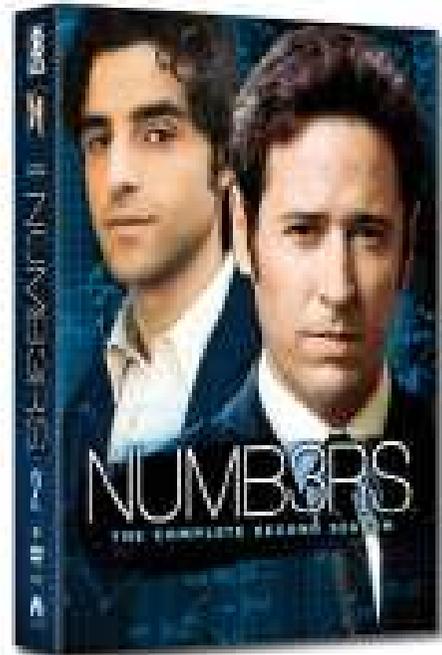
SPSS Inc. Helps Fight Crime with the Richmond Police Department



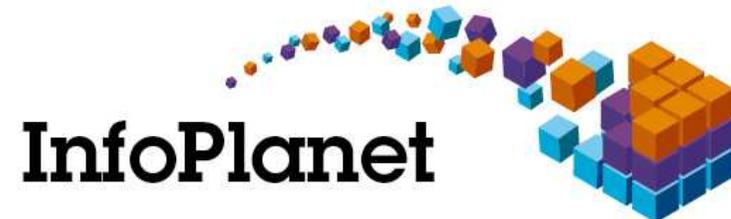
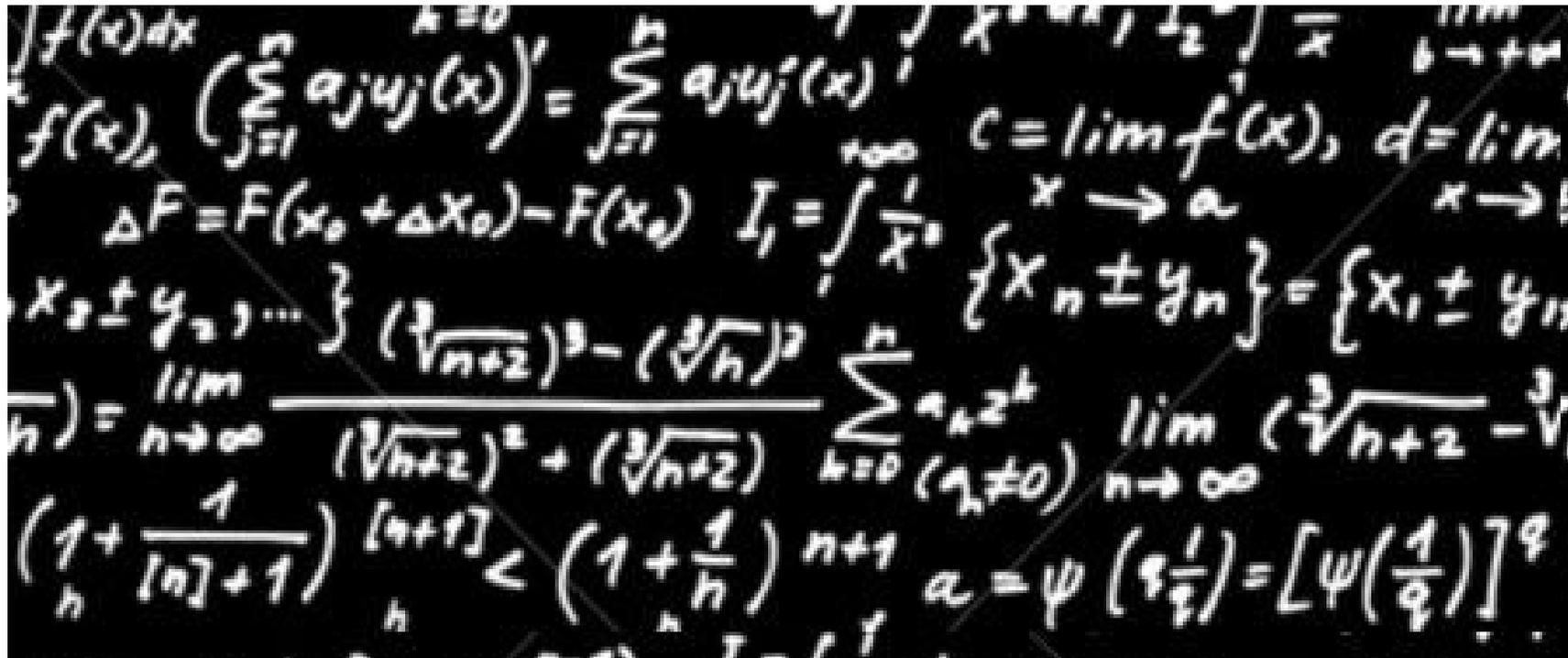
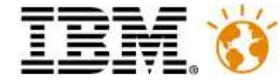
# Come è possibile?



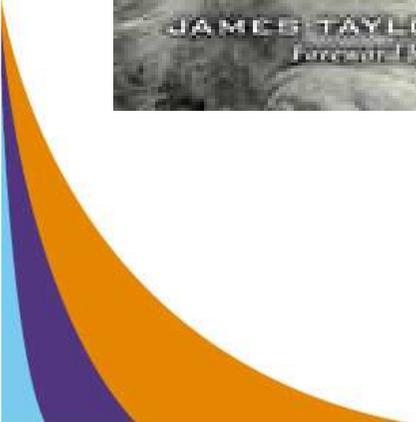
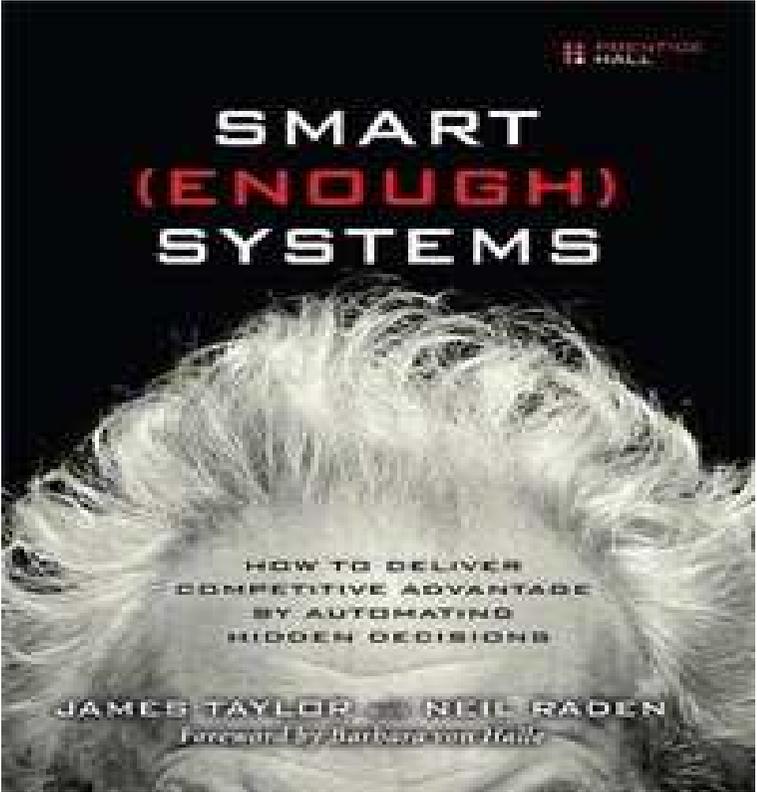
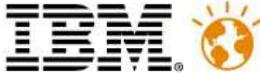
# Dietro le quinte...



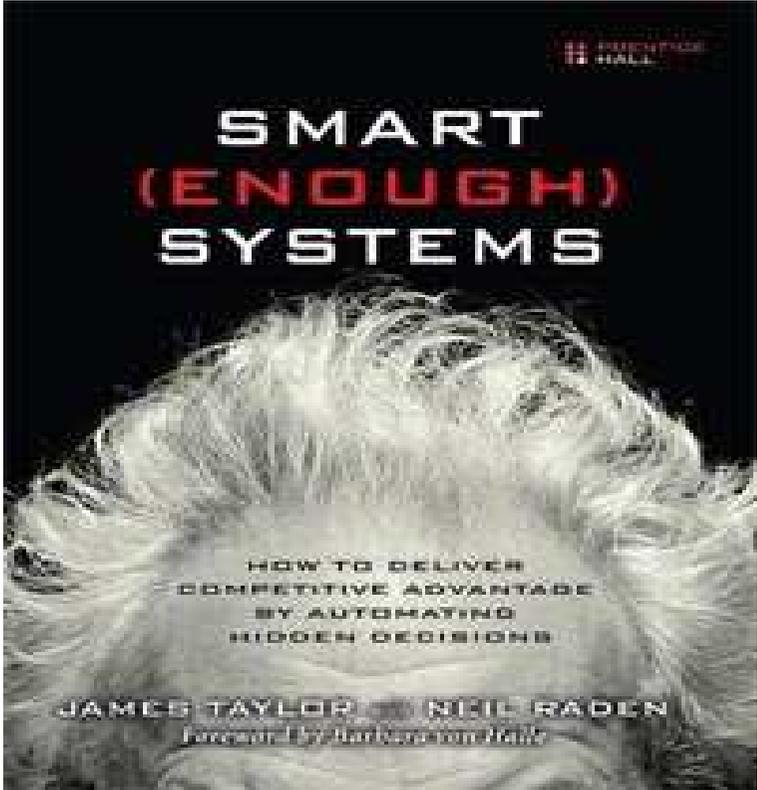
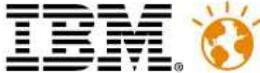
# ...il motore SPSS



# E la carrozzeria?



# E la carrozzeria?



Sessione B [24 x 80] File Modifica Visualizza Comunicazioni Azioni Finestra ?

GD90S2 GDVF VALUTAZIONE FIN.FINALIZZ.  
24/10/06 FF22SA Output Valutazione  
564288 ANALISI OPERAZIONE

Cliente

	GIUDIZIO	ELEMENTI BLOCCANTI	ELEMENTI DA APPROFONDIRE
PIANO FINANZIA	NEGATIVO		INS. STO. CRIF
ANZ. AZIENDA	OTTIMO		MM. INS. CRIF
ANZ. PROFESS.	OTTIMO		SCORE CRIF
SETT. MERCEOL.	SCARSO		
ANAL. ECONOMICA	SCARSO		
PROVINCIA	SUFFICIENTE		
FORMA GIURIDIC	NEGATIVO		
ESPER CLIENTE	OTTIMO		

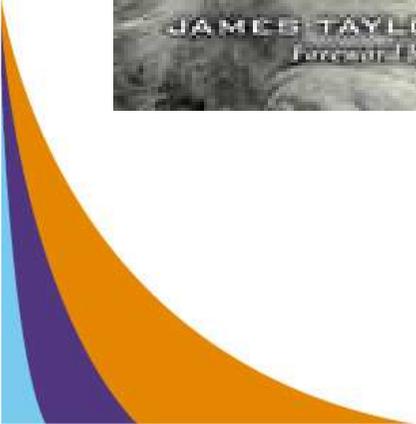
RATING CLIENTE 5  
Score 61,88 DECISIONE APPROF

Recupero UVAR  
Pag. 1 di 1

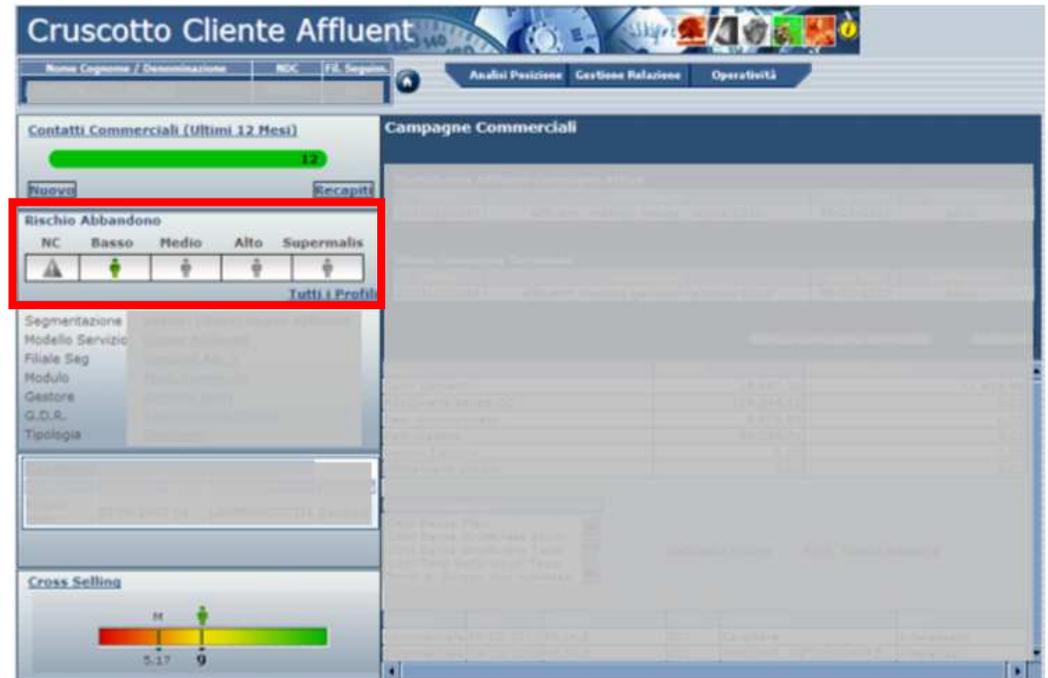
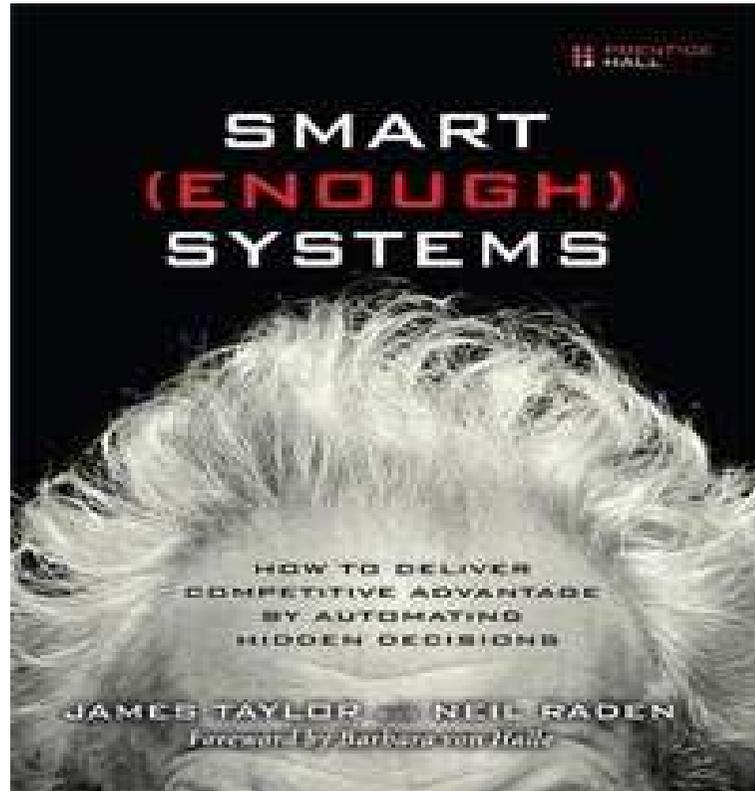
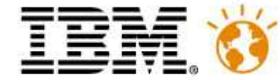
Selezione pag.  
F03-Fine F05-Pul.vi F16-Messag F24-Cambio

01/001

Collegato con server host remoto S441724A mediante l'utilizzo della porta 25 HP LaserJet 4100 PCL 5 access:172.16.44.46:opt0

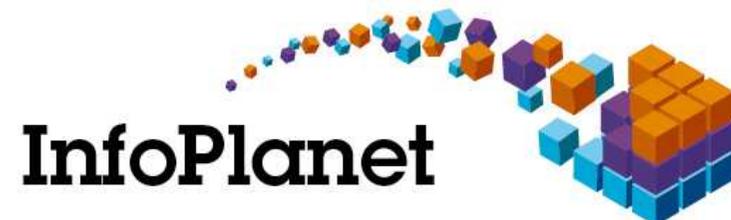


# E la carrozzeria?



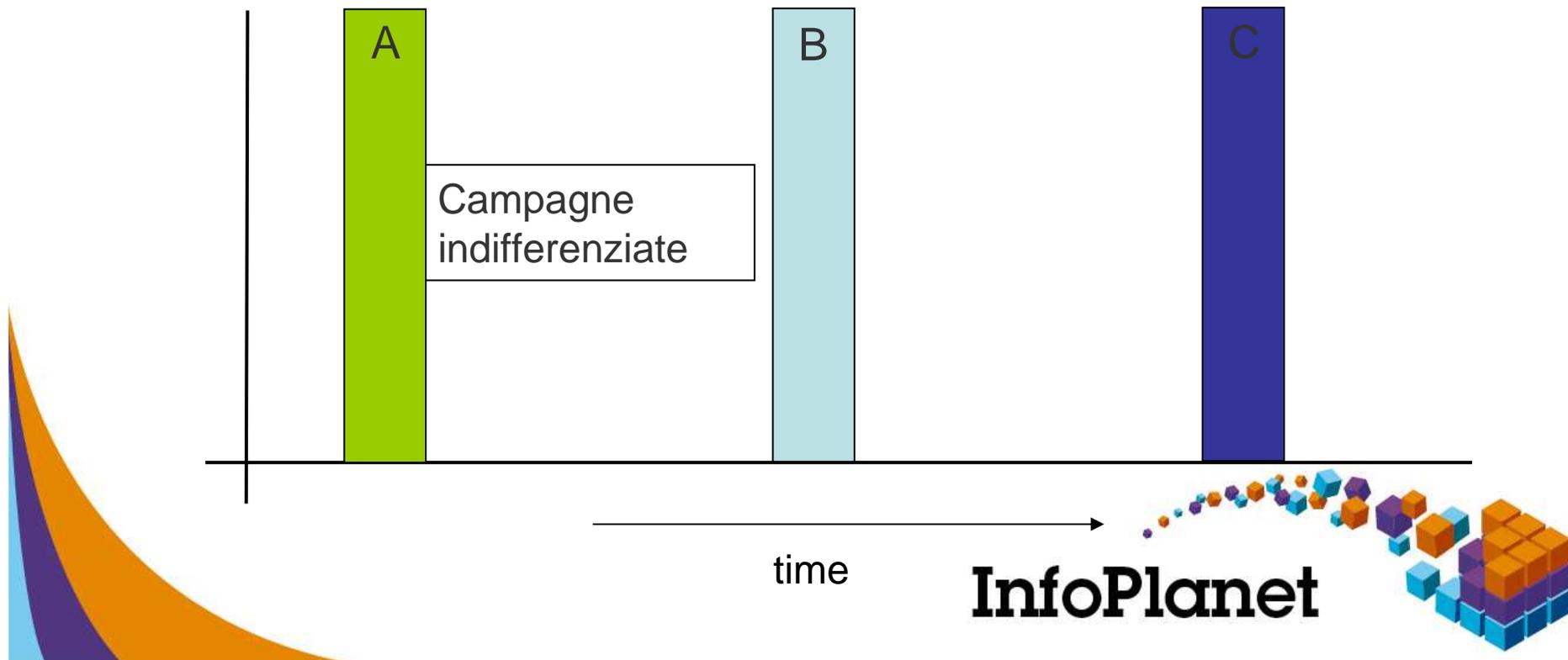
# Esempi di indicatori SMART

- Calcolabili con algoritmi SPSS
  - Quale sarà la domanda dei miei prodotti/servizi per il prossimo mese?
  - Che cosa pensano i miei clienti dei miei prodotti/servizi?
  - Quali sono i clienti che fra tre mesi mi abbandonano per passare alla concorrenza?
  - Qual è il rischio di insolvenza di un cliente?
  - Qual è la propensione all'acquisto di un nuovo prodotto/servizio per ogni cliente?



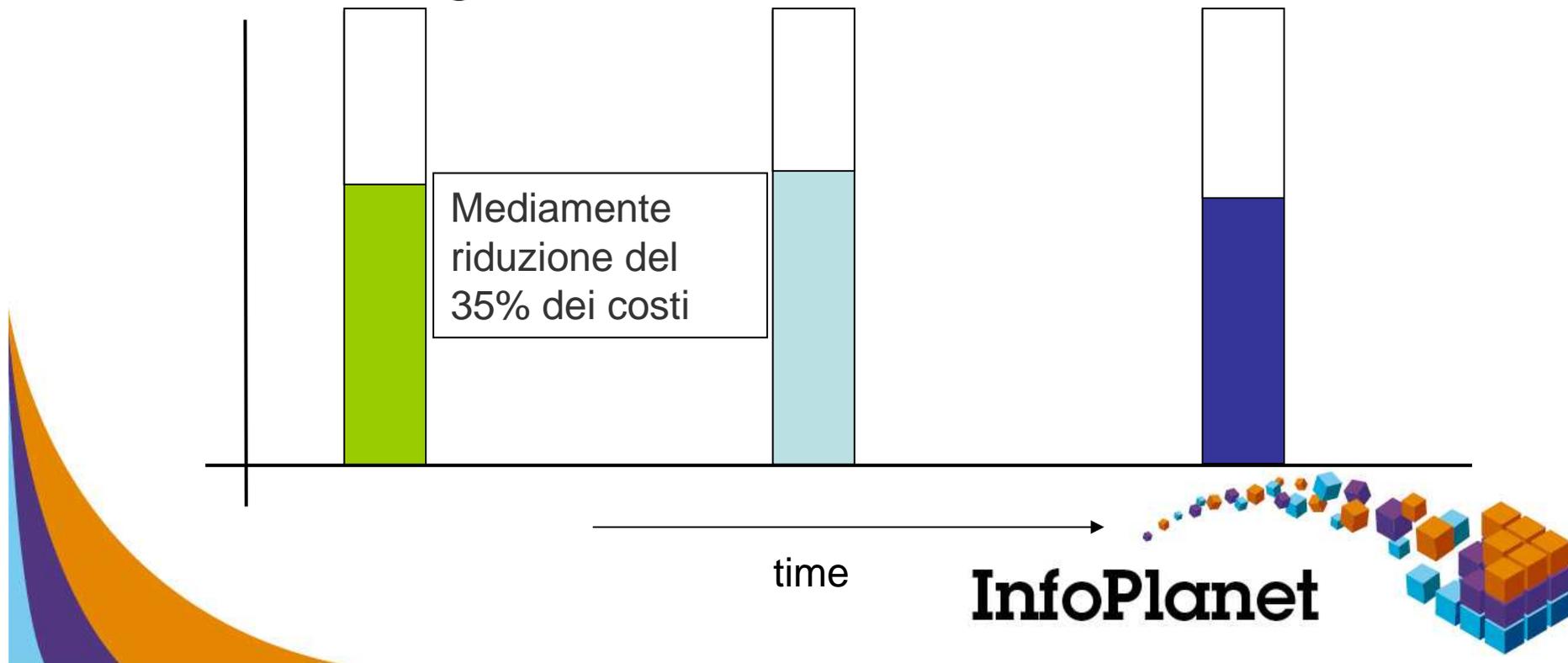
# Benefici tangibili

- Ad esempio calcolare la propensione all'acquisto permette di ridurre i costi di marketing

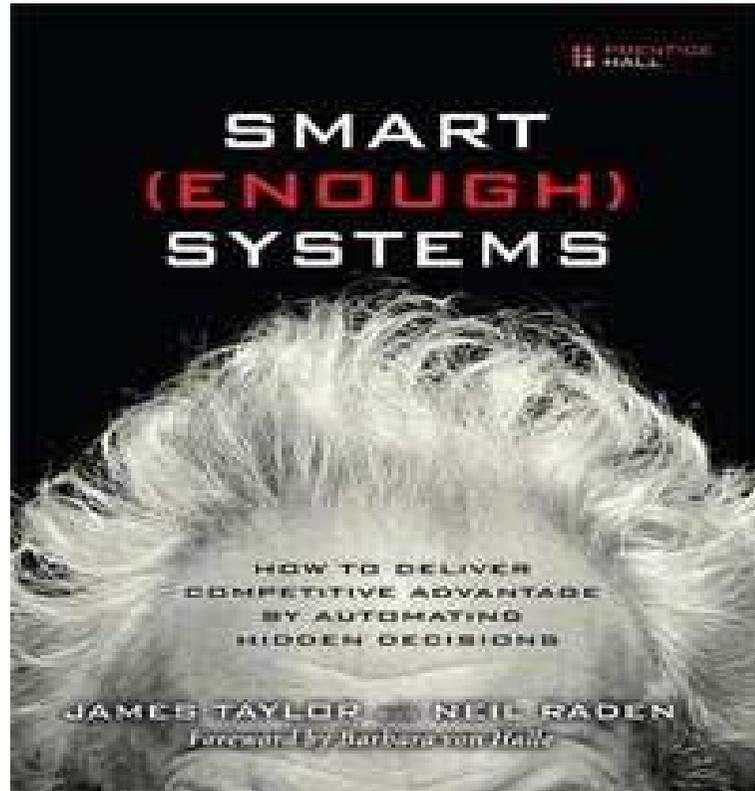
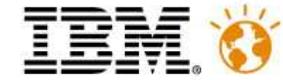


# Benefici tangibili

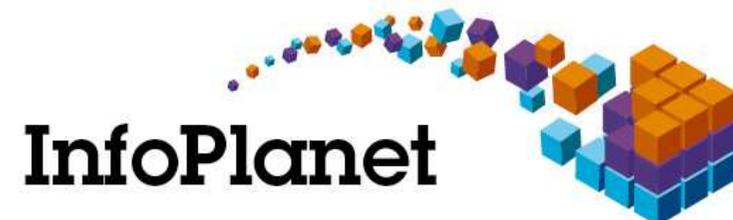
- Ad esempio calcolare la propensione all'acquisto permette di ridurre i costi di marketing



# Benefici tangibili



- Solo se gli indicatori SMART si **industrializzano** nei sistemi esistenti per automatizzare azioni e supportare decisioni soprattutto operative

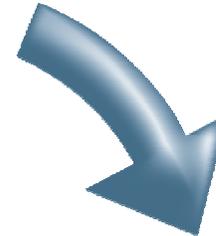


# Come industrializzare?

**Catturare** passato e presente,  
**predire** comportamenti futuri



**Predictive analytics**



Raccomandare  
**l'azione** migliore  
da intraprendere

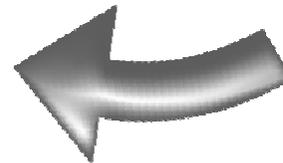


**Sorgenti dati**

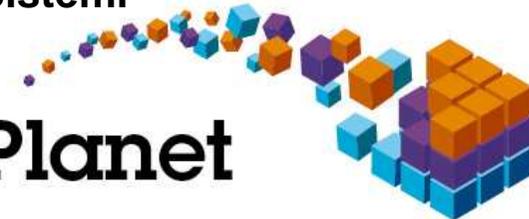
Storicizzano  
dati su clienti,  
transazioni etc.



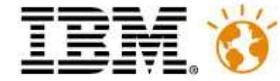
**Processi e Sistemi  
esistenti**



**InfoPlanet**



# Q&A



Grazie

luca.camporese@spss.it

