



Predictive Analytics Innovation Summit Chair Overview

Chicago

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Why Analytics?

Delight Consumers

- ▶ Understand, engage and inspire their loyalty
- ▶ Build products they love
- ▶ Empower consumers and help them achieve their dreams

Get More Out of Everything

- ▶ Reduce waste
- ▶ Make marketing more effective
- ▶ Allocate risk capital more efficiently

Save & Improve Lives

- ▶ Predict and prevent crime
- ▶ Prevent or delay illness
- ▶ Help people make better life choices

Trends shaping the Industry

Technology & Tools

- ▶ The cloud
- ▶ Big Data
- ▶ Visualization
- ▶ Device proliferation

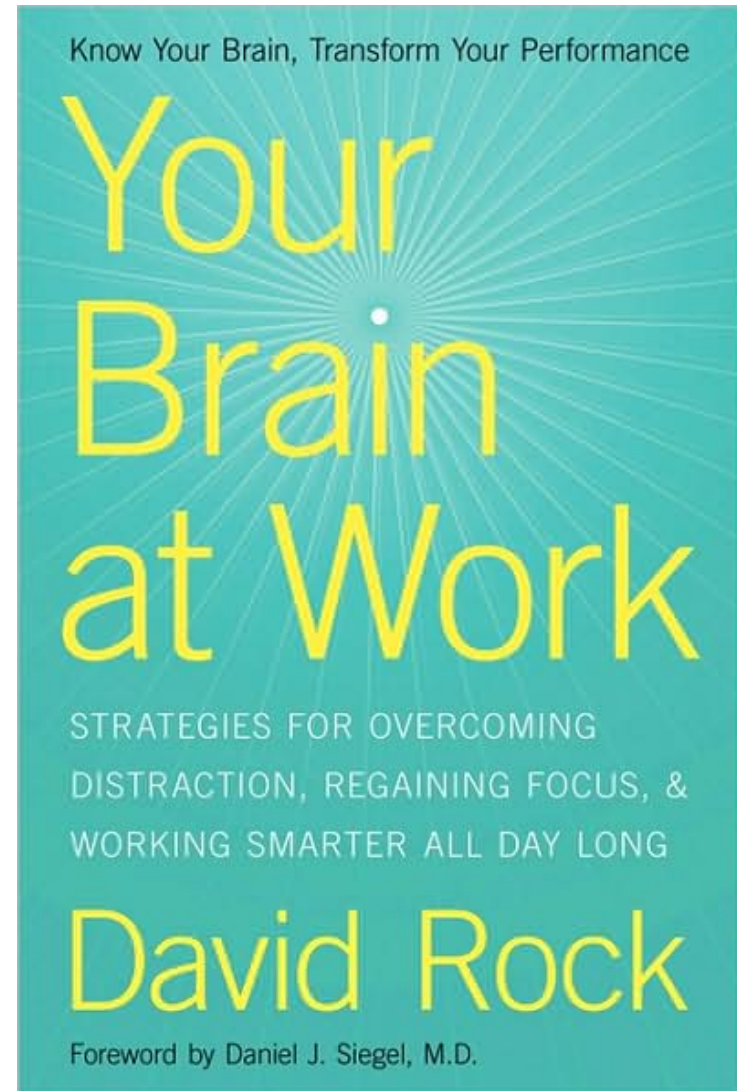
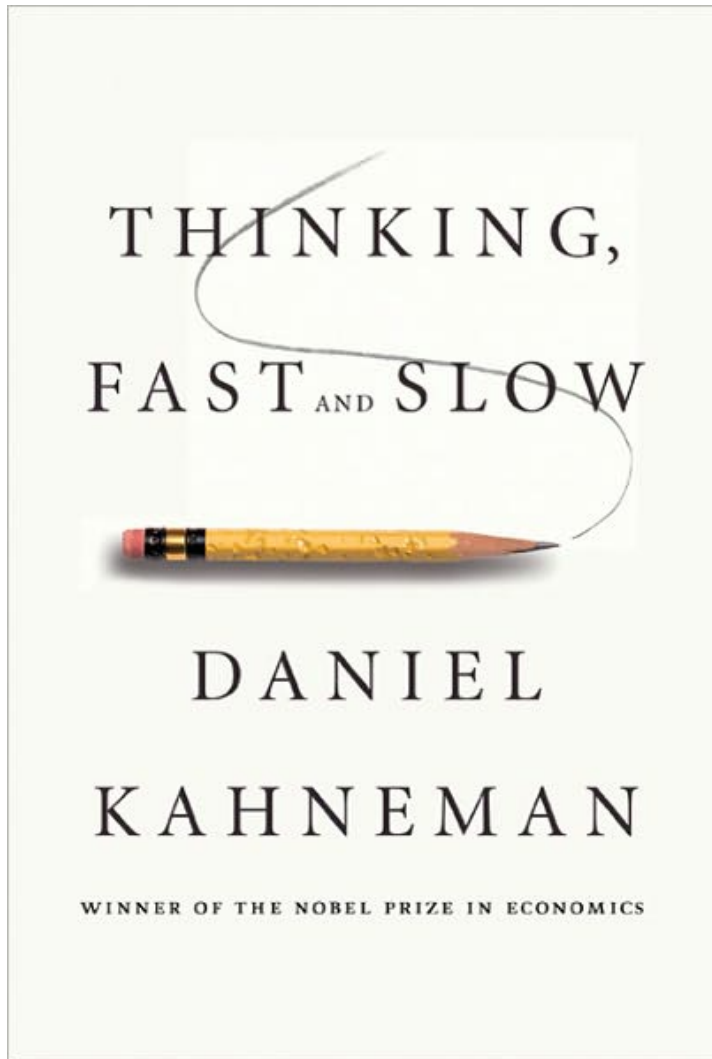
Attitudes & Data

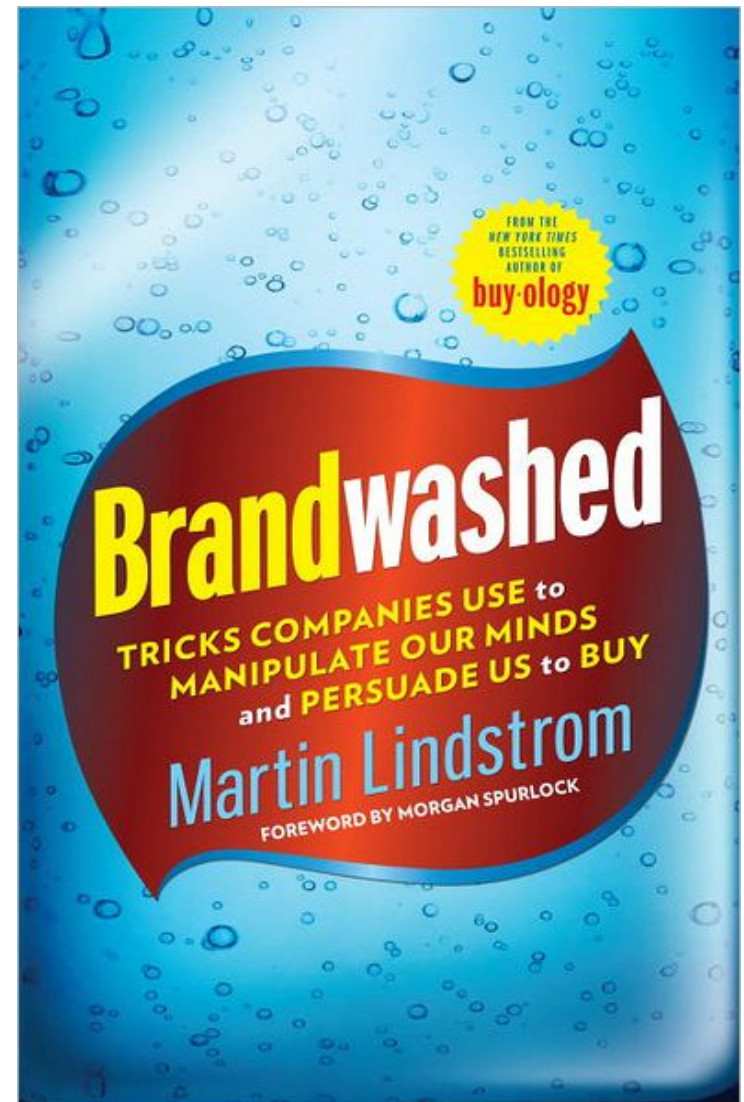
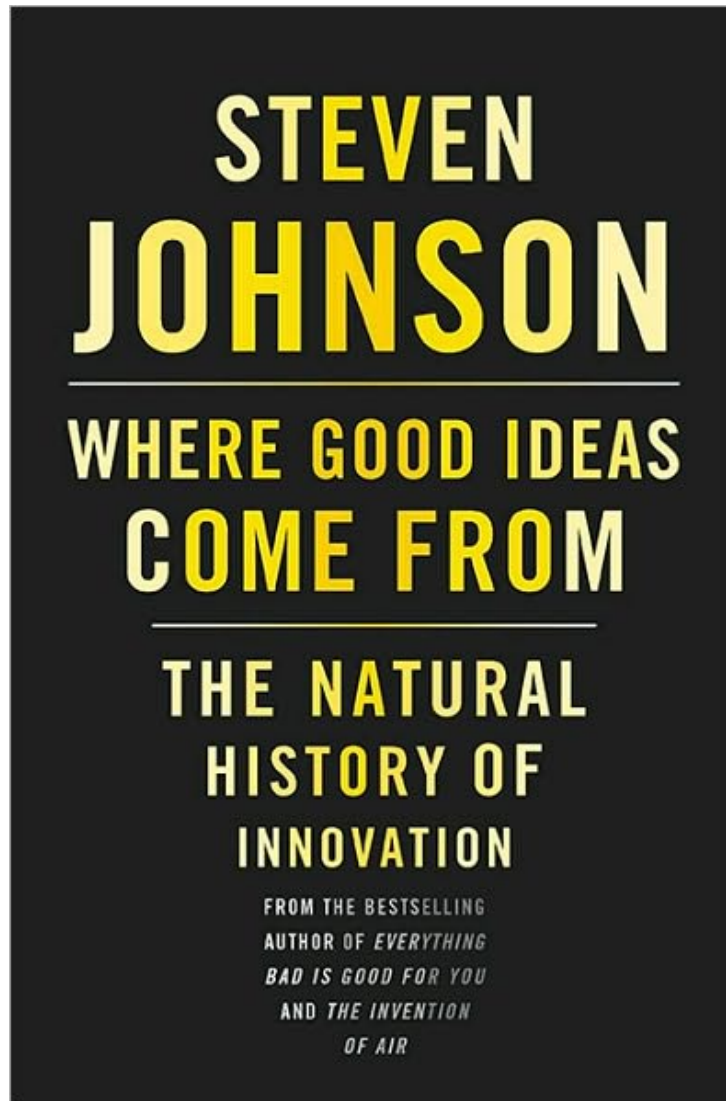
- ▶ Social Media
- ▶ Video, Audio & Unstructured data
- ▶ Emergence of Analytics Maturity
- ▶ Privacy, Tracking & Targeting

Art & Science

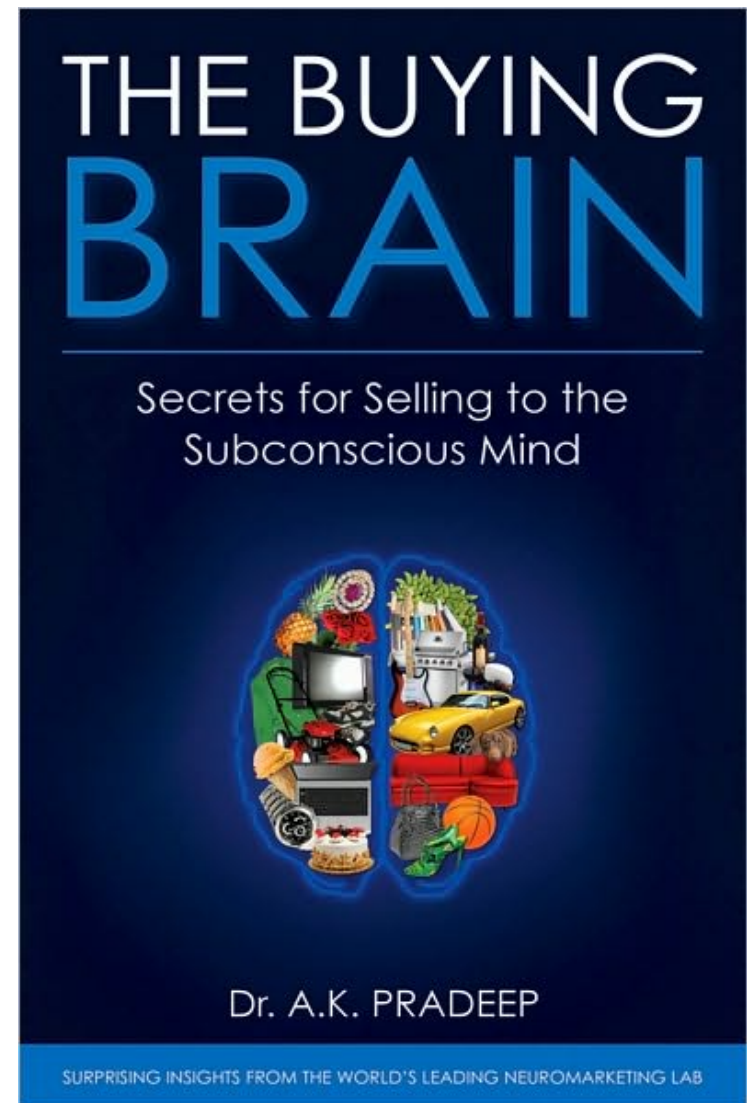
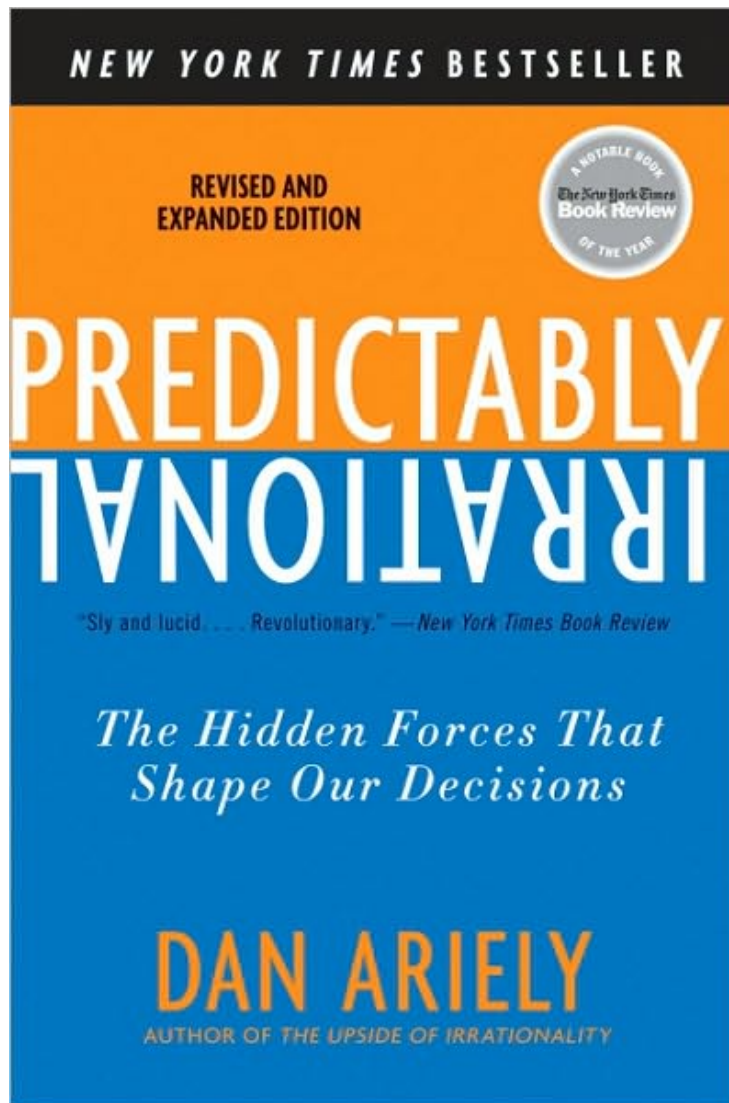
- ▶ Behavioral Economics
- ▶ Neuroscience
- ▶ Prevent or delay illness
- ▶ Help people make better life choices

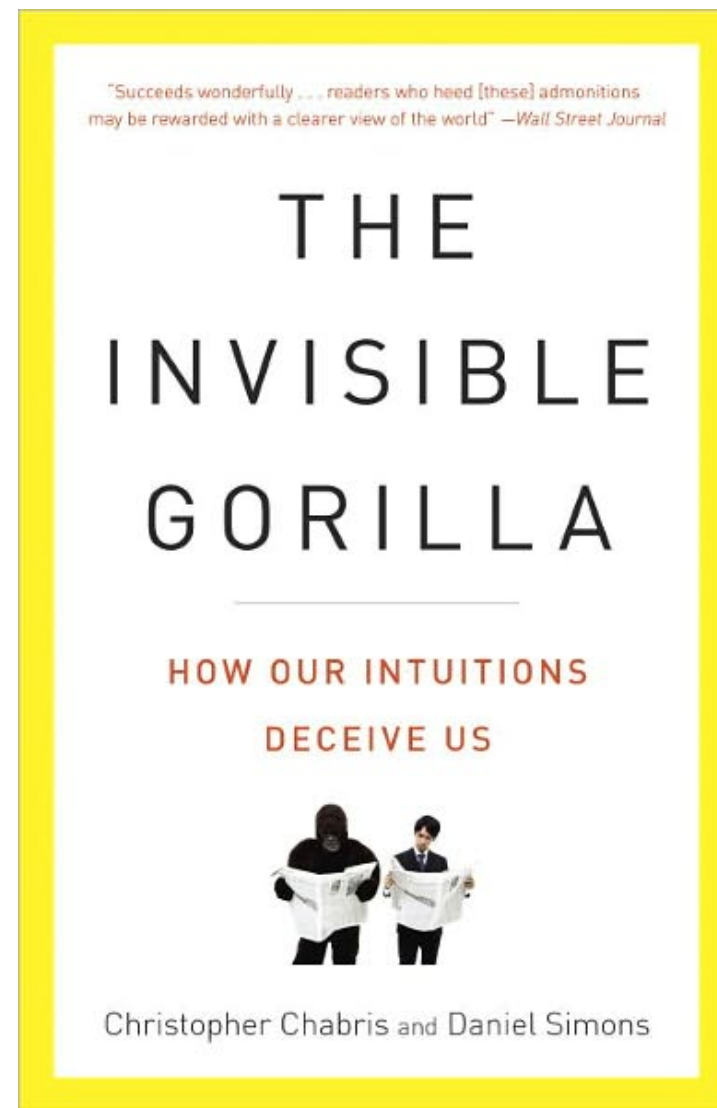
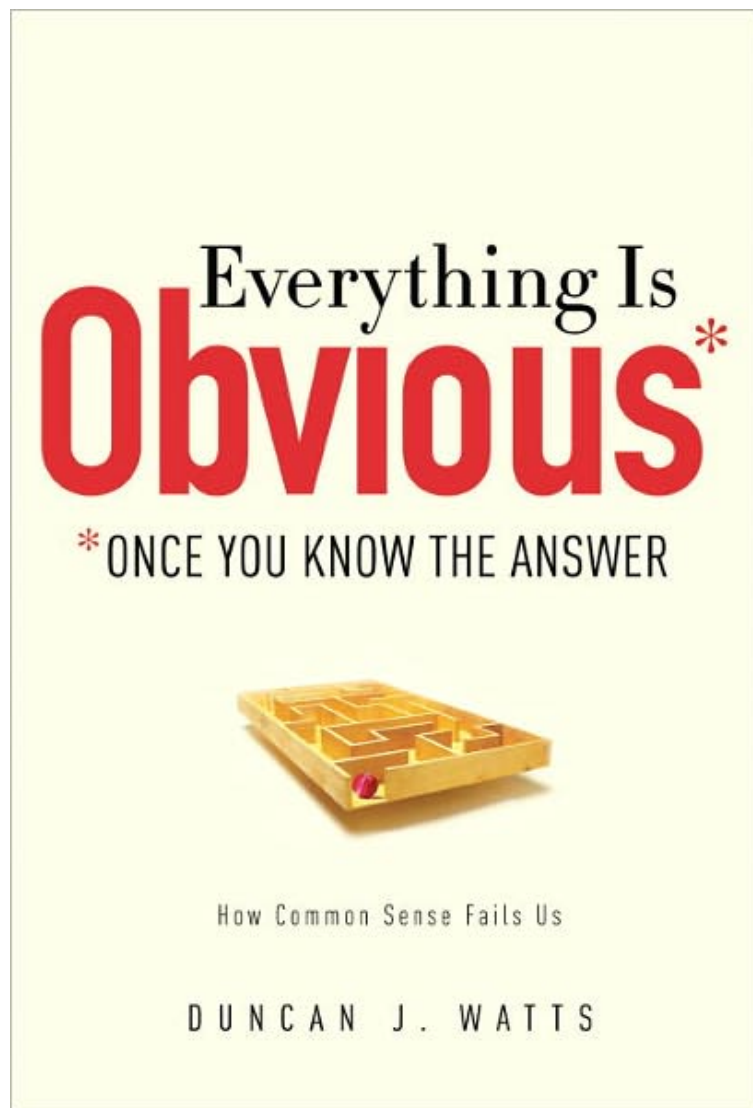
Book Recommendations



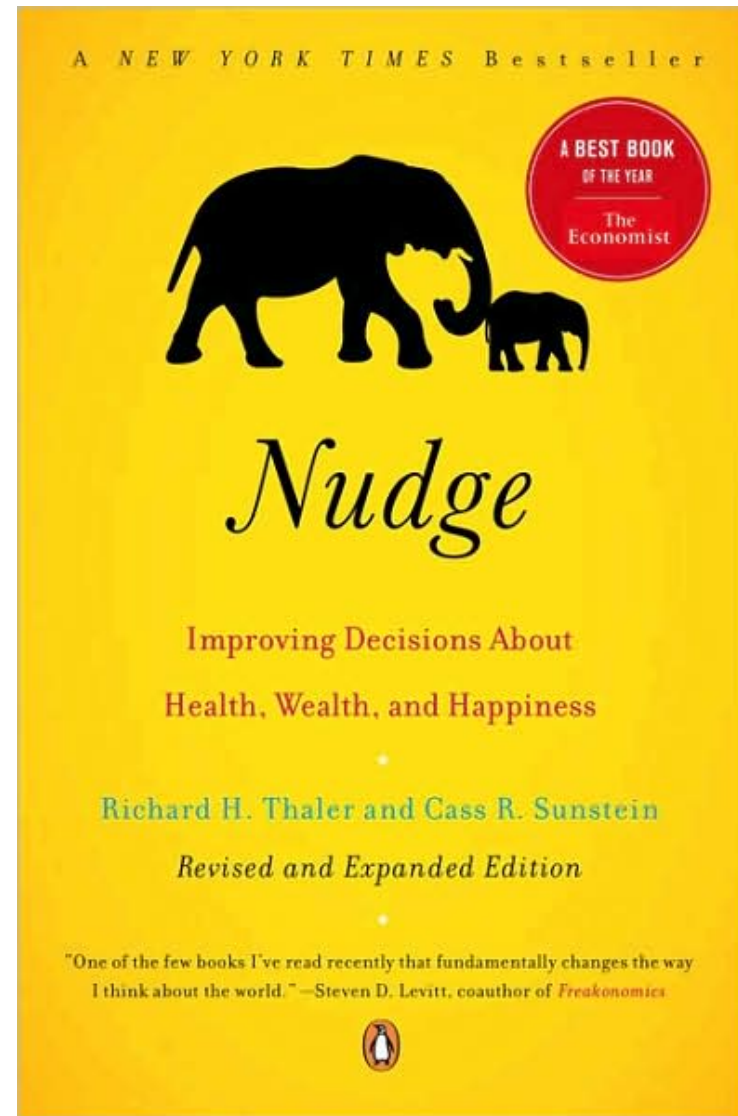
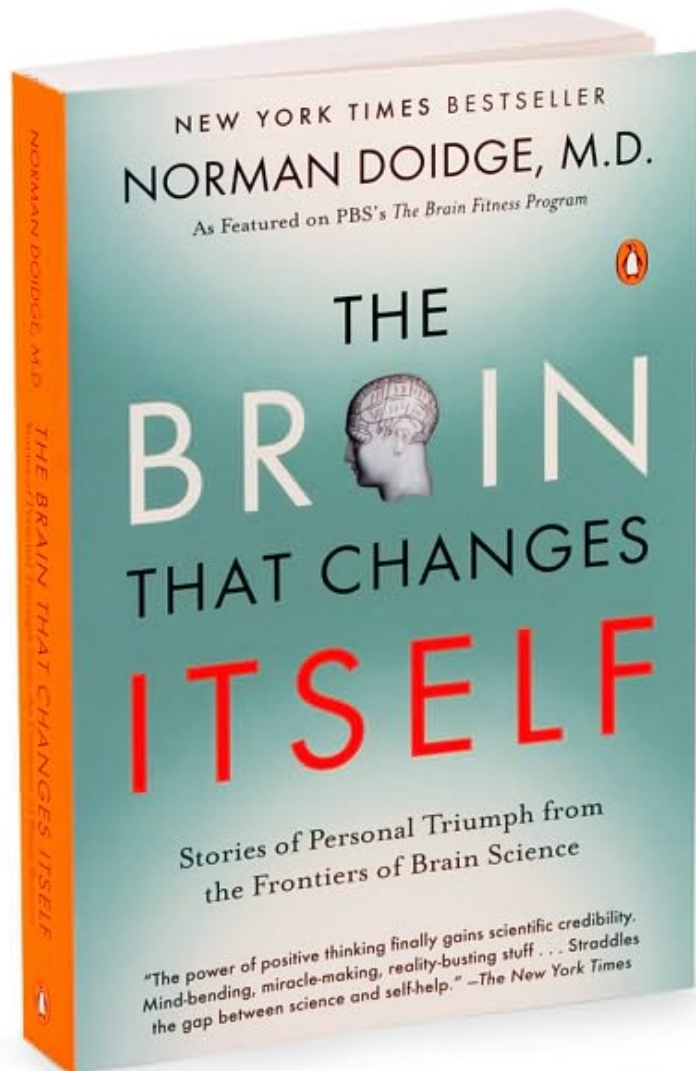


Book Recommendations

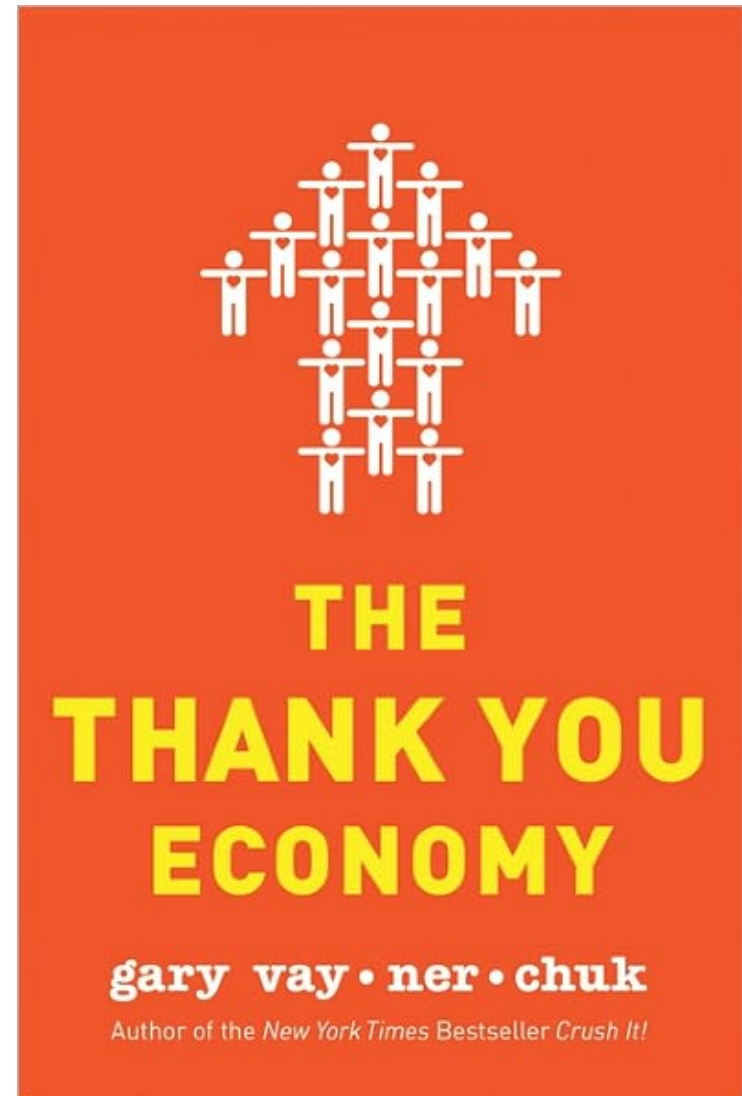
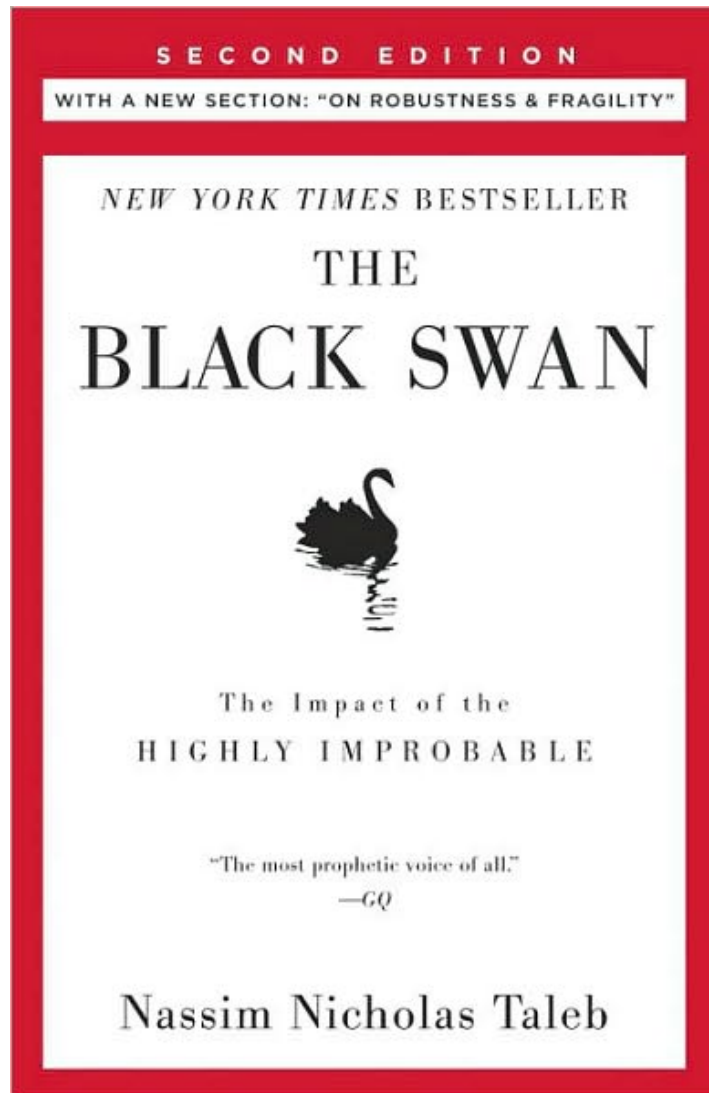




Book Recommendations



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Do you know an average family of four wastes \$650 per year on groceries?



Fig: 1

What part of your weekly groceries go wasted

Source: Dailymail.co.uk



Fractal is a leading provider of consumer analytics to Insurance carriers, Consumer Banks, CPG and Retail companies. Fractal's analytical solutions help companies across the globe enhance profitability by powering their customer management efforts with scientific decision making.

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