Predictive & Prescriptive Analytics

Evolution of Analytics

Stage	Type	Example
Descriptive	What happened	Sales report
Diagnostic	Why it happened	Trend drill-down
Predictive	What will happen	Forecasting
Prescriptive	Best action	Recommendation engine

Capabilities

- Demand forecasting

- Risk scoring

- Fraud/anomaly detection

- Intelligent automation

Outcomes

Businesses move from opinion-driven decisions to **model-driven operational intelligence.**