ANALYTICS MATURITY CURVE

RETAIL SALES EXAMPLE

TRENDALYZE

Trend-Driven

Data-Driven

Pro-Active

Reactive

Decision Styles:

Methods:

Descriptive	Diagnostic	Forecasting	Predictive Modeling	Machine Learning	Deep Learning	Trend Learning	Pattern Prediction

Sales

Questions:

How much did we sell?	Why are sales down?	What is the sales forecast?	Who is likely to churn?	What is the right price?	What to recommend?	What are the items' trends?	If we know the rends ……

Techniques:

Report/Dashboard	Ad Hoc/ Discovery	Seasonality Analysis	Logistic Regression	Price Sensitivity	Images Classification	Motif Mining/Search	Motif Prediction

Platforms:

Business Intelligence	Advanced Analytics	AI 2.0 Data Modeling	AI 3.0 Shape Intelligence