

# POWER INFORMED DECISION-MAKING WITH MATURED ANALYTICS CAPABILITIES

**Data is flowing in fast.**

Technologies are evolving faster than ever before.

**Here are the latest trends:**

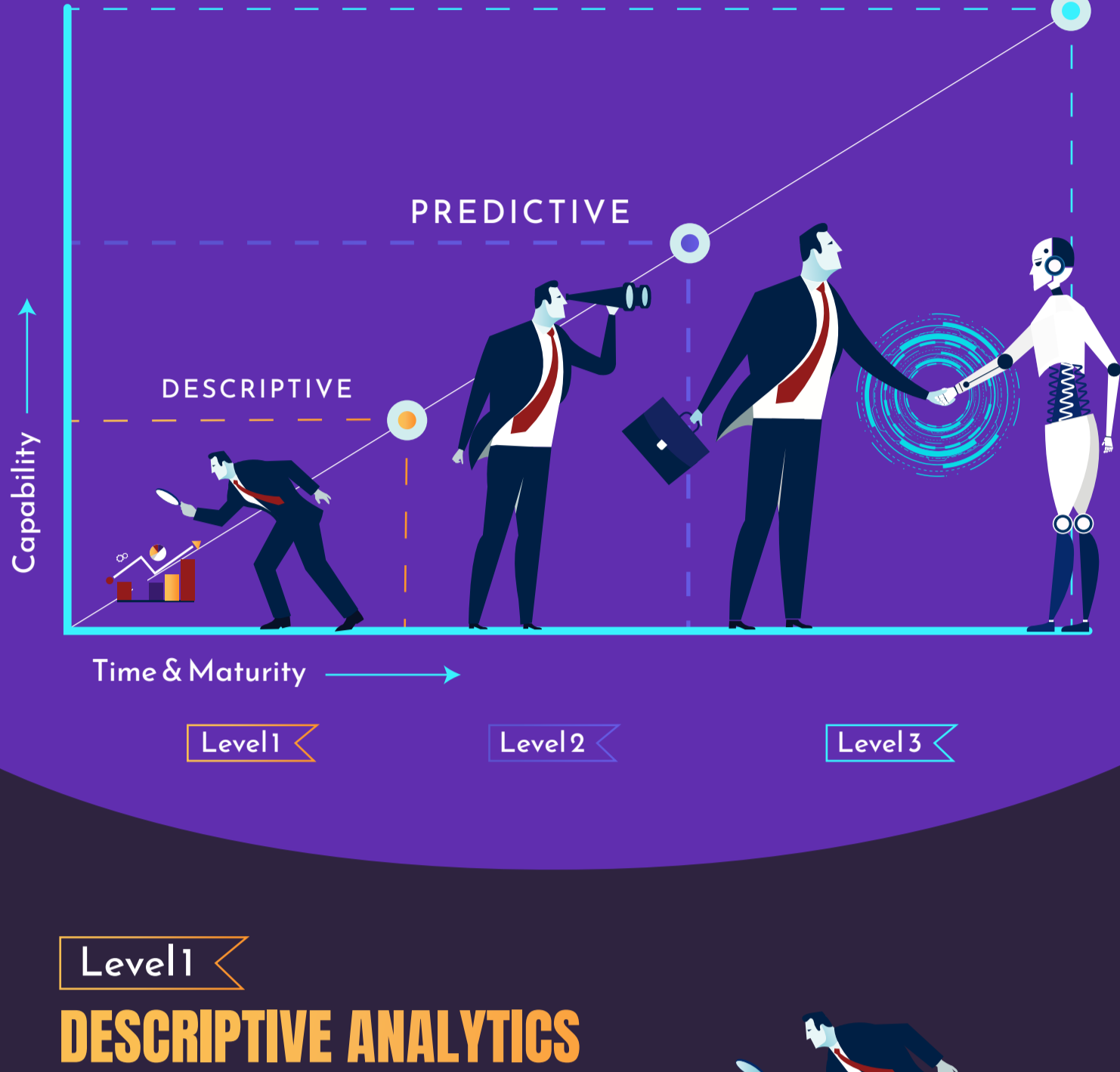
- This year, **50%** of analytical queries are projected to be generated through search, NLP, voice, or automatically.
- By 2022, machine learning and automated service-level management will reduce **45%** of manual data management tasks.
- Similarly, the application of graph processing will grow at an annual rate of **100%** in another two years.

With data analytics, you can solve the most challenging business questions.

The complexity of the questions you are able to answer depends on the level of analytics maturity you are at.



**To learn more about how this works,**  
let's take a look at these levels of maturity.



**Level 1**

## DESCRIPTIVE ANALYTICS

Understand past and current events better by describing or summarizing existing data using:



### • Data Mining

Transform raw data into actionable information.



### • ETL

Retrieve required data from multiple sources.



### • Data Warehouse

Get enhanced business intelligence with a central repository of integrated data.



### • Data Visualization

View important data in a visually appealing format.



### • Standard Reporting

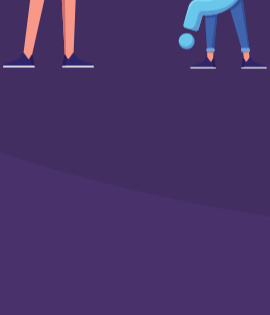
Learn about an event that has taken place.



### • Ad-Hoc Self-Service

Answer questions such as:

- How many factors are involved in an event?
- How often is an event occurring?



### • Exploration & Visualization

Learn where the problem lies, as well as what other areas have been impacted.



### • Alerts & Metrics Management

Learn what action you need to take, as well as when you need to take it.



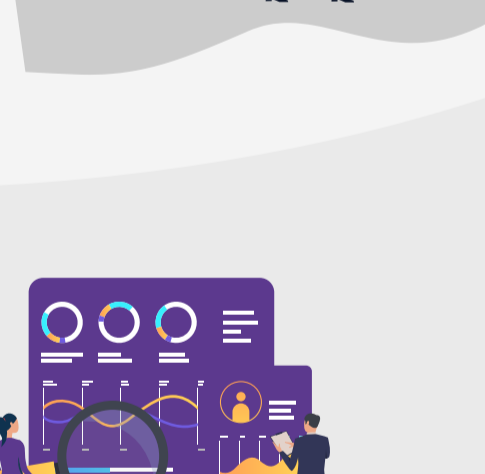
### • Tools



**Level 2**

## PREDICTIVE ANALYTICS

Predict possible outcomes and discover trends using:



### • Statistical Analysis

Learn what could happen in the future.



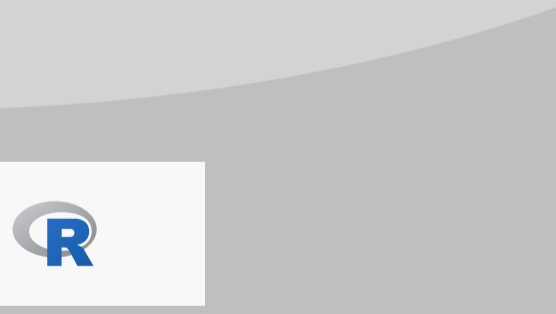
### • Forecasting & Extrapolation

Learn what could happen if current trends continue.



### • Predictive Modelling

Learn what will happen if you were to change factor X, Y, or Z.



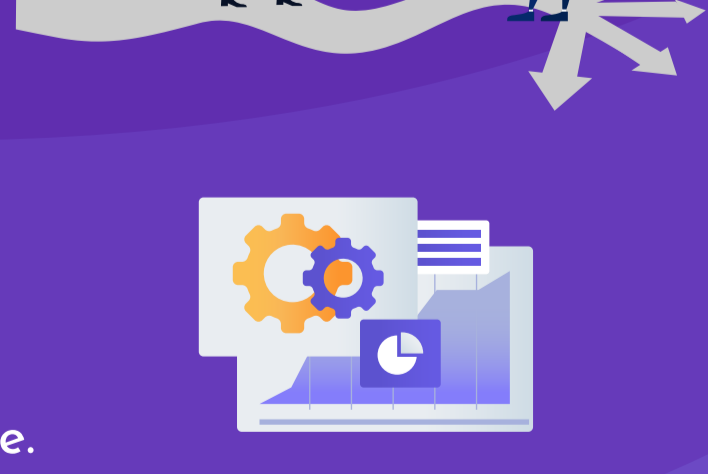
### • Tools



**Level 3**

## PRESCRIPTIVE ANALYTICS

Prescribe the best achievable outcome using:



### • Optimization

Learn more about the best course of action you can take.



### • Machine Learning

Learn from this outcome and find out how you can address it.



### • Tools



On the lookout for an end-to-end analytics solution to take you through these levels of maturity and drive business growth forward?

**Well, look no further!**

At Grazitti Interactive, the data analytics team knows just how important it is to stay ahead of the curve with expertise at each maturity level.

**Get started with Grazitti!**

You can also write to us at [info@grazitti.com](mailto:info@grazitti.com) and we will take it from there.

