



Why Predictive Analytics?

Predictive analytics uses advanced data analytics techniques, including statistical algorithms and artificial intelligence, to forecast future outcomes. By analyzing big data, businesses can predict consumer behaviors and identify potential equipment failures, enabling proactive decision-making. This approach helps companies stay ahead of the competition and capitalize on emerging opportunities.

Challenges

Many businesses are interested in implementing predictive analytics, but they face challenges that hinder its success. These challenges include:

1. **Unstructured Data from Documents:** It is difficult to extract key entities and their relations from texts.
2. **Diversified Data Sources:** Capturing data from a variety of sources, such as different online channels or types of documents, can be challenging.
3. **Numerical, Categorical, and Semantic Text Data:** While most predictive analytics work for numerical data, the real data in our business operations comprises numerical, categorical, and semantic text data.

Our Solution

Our Predictive Analytics with NLP System includes the following components:

1. Automated Data Ingestion Module for extracting and indexing document text, as well as web crawling and online information

acquisition.

2. NLP Engine for extracting key entities and their relations from text.
3. Predictive Analytics Engine that supports mixed data input of numerical, categorical, and semantic text data.
4. Dashboard for visualizing data analytics results, displaying key metrics, statistics, trends, and providing predictions.

Key Benefits

Predictive Maintenance: Reduce maintenance costs and improve equipment reliability, while also reducing energy costs.

Improved Customer Targeting and Retention: Analyzing data can help businesses acquire customers more effectively and lower churn rates.

Reduced Fraud: Maintain business integrity by managing fraudulent transactions and preventing them from occurring in the first place.

Operational Efficiency: Data can help businesses optimize their operations, such as supply chain, inventory management, and job assignment and scheduling.

Increased Revenue: Data can help businesses increase revenue by identifying new opportunities, such as upselling and cross-selling to existing customers.

Want to know more?

Free Demo 

Contact Us for Free Demo
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