

Examples for Big Data Analytics Use Cases

1. **Smart City and HLS** – Anomaly detection based on video Analytics. Example: accident detection & alert, traffic issues and other areas in need for immediate handling. Based on machine learning, i.e. no need to predefine rules or configuration.
2. **Health** - Predictive Analytics around preventive healthcare.
Example: Predict probability for diabetes / COPD illness, operational fraud prevention based on predictive algorithm modeling detecting anomalies.
3. **Digital advertising** - RTB algorithm for optimizing revenue, based on content and cost.
4. **Maintenance** – Preventive maintenance (e.g. Industrial IoT) based on smart predictive analytics models. Predict a machine failure even before it occurred (using sensor data, voice data, pressure data, etc.) .
5. **Marketing** – Optimizing campaign management by using personalized campaigns. Not only “what” to offer the customer also “why”. Can be valuable to many verticals: finance, services, e-commerce.
6. **HR** – HR Analytics: calculate employee score, predict employees likely to leave the company as well as recommend on employees to invest in for the long term.
7. **Product usage recommendations** – example: based on SW product usage analysis, detect and recommend to the end user how to increase usage and value from the product.
8. **Manufacturing** - Sales configurator optimizing the manufacturing process as well as the sales, detecting faults and rejects based on image recognition, voice recognition, IoT data, etc.
9. **Procurement** - this business area holds a large amount of data and entails large sums of money. With a rather small effort a very significant improvement can be achieved.
10. **Inventory assessment** - Predict inventory shortage in an efficient way. Lowering inventory costs and Inventory obsolescence.
11. **Project management** – Predict project bottle necks, failure to meet timelines, resource shortage. This is extremely significant in large scale projects in terms of cost and customer satisfaction.
12. **Sales** – Prioritize leads based on probability of closing the deal. Prediction of demand.