

# What is Analytics?

Analytics is the process of analyzing and extracting insights from large volumes of data. This means that you can act on informed decisions, predict future outcomes, and achieve organizational efficiencies.

Discovering meaning within your organization's data can be accomplished using a number of advanced analytics tools such as AI, machine learning, and text analytics.

## How analytics and AI can transform your business

Analytics goes hand-in-hand with AI to utilize historical data to understand what drives different outcomes and accurately predict the future. This can be leveraged across many industries to improve internal operations as well as the overall customer journey.

With better fraud detection software, banks can keep money safe. With better demand planning, manufacturers and retailers can keep shelves stocked. With better predictive analytics, governments can meet the needs of citizens. And with better health care analytics, hospitals can improve care and save lives.

With analytics and AI, organisations can:

- » Automate and optimize processes to reduce unnecessary costs
- » Personalize and optimize customer experiences
- » Make every decision transparent, explainable, repeatable and auditable
- » Accurately forecast future outcomes to be proactive not reactive

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