Predictive analytics uses historical data, machine learning, and artificial intelligence to predict what will happen in the future and help users act preemptively. At the core, predictive analytics answers the question, "What is most likely to happen, and what can I do to change that outcome?" Banks use predictive analytics to approve credit or detect suspicious activity. Email providers use it to filter spam. Retailers use it to predict customers' likelihood to churn out or purchase products.

Predictive analytics is most effective when it's embedded inside applications. In fact, in a recent survey of 500 application teams, embedding predictive analytics was the #1 capability in product roadmaps. Why?

TRADITIONAL APPLICATIONS — What Happened? → What Will Happen? → Take Preventive Action — PREDICTIVE APPLICATIONS

Because embedding machine learning and artificial intelligence inside your application empowers your end users to make better decisions and take corrective action—and ultimately sets your application apart from the competition.

Where Predictive Analytics Has an Impact

Industry	Use Cases
Healthcare	• Recommend preventive treatments • Reduce hospital readmissions • Identify high-risk patients to prioritize screening
Hospitality (Hotels, Restaurants, Spas)	• Predict customer occupancy/attendance • Predict customer likelihood to go to a competitor • Grow customer spend by segmenting and targeting with personalized offers
Retail	• Gauge propensity for a user to buy a specific product • Predict which customers are likely to shop elsewhere • Improve sales through targeted store promotions
Finance	• Predict loan defaults • Identify fraudulent transactions • Identify best products to cross-sell or upsell loyal customers
Manufacturing	• Predictive maintenance • Forecast labor cost • Predict raw materials cost
E-Commerce	• Predict the best price for a product based on demand • Foresee demand • Gauge propensity for a customer to buy the product he/she clicked on or added to cart

Interested in deploying predictive analytics 5x faster than building it yourself?
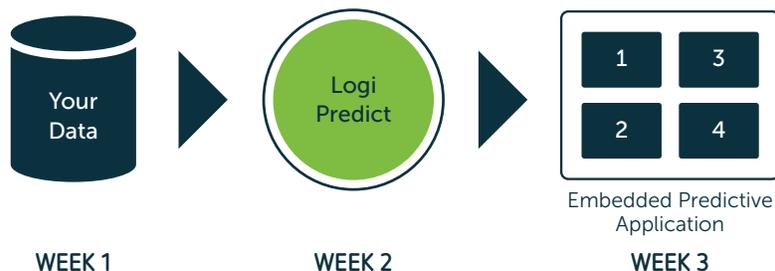Contact Logi today for a demo: predict@logianalytics.com

Logi Predict is the only predictive analytics solution designed specifically to embed inside existing applications. Logi makes it easy for application teams, product managers, and developers to embed advanced analytics capabilities that highlight future trends to improve operations within the context of the application.

Logi Predict solves four common predictive analytics challenges:

Challenge	Traditional Predictive Analytics	Logi Predict
Expertise	Designed for data scientists with deep understandings of statistical modeling, R, and Python.	Designed for application teams. Able to implement without any knowledge of R, Python, or statistics.
Integrating Actions Into Applications	Users have no clear ability to take action after seeing insights.	Embed intelligent workflows that let your users take immediate action or trigger another process without leaving the application.
Distributing Information in Applications	Difficult to embed, deploy, and scale.	Designed for embedding, easy deployment, and scaling so predictive is part of your current analytics infrastructure.
Creating Predictive Models	14-step process falls exclusively to internal data scientists.	Intelligent wizard automates and simplifies a 14-step process into an intuitive 3-step process.

Try Predictive Analytics in Your Application

Interested in using your data to predict an outcome? Want to add smart workflows so your users can act on future insights without leaving your application? Logi works with companies to build a proof of concept in less than three weeks.

Your Data → Logi Predict →

1 3
2 4

Embedded Predictive Application

WEEK 1   WEEK 2   WEEK 3

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