

Advanced Analytics: From BI to AI (B)

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By 2020 **55%** of organizations will be **digitally determined**.

<https://www.idc-community.com/2018/11/08/worldwide-digital-transformation-2019-predictions/>

(In 2019) **25%** of firms will **decelerate digital efforts** altogether
and **lose** market share.

Forrester 2019 Predictions

The Analytics Spectrum: From BI to AI

Describe

- What Happened?
- Why?

Predict

- What Next?

Prescribe

- What If?
- Which One?

The Analytics Spectrum: From BI to AI

Perceive

- Learn From Experience (aka data)
 - Respond to New Input
- Engage Intuitively (“in plain English”)

From BI to AI: The Mindset Shift

Describe

- Known Process and Metrics
- Status Quo
- Doesn't Challenge

Predict

- Automate Insight
- Impacts Perceived Value
- Changes Process

Prescribe

- New Process, Roles

Perceive

Augmented, Automated

NEWS FLASH

Not everyone is
interested in analytics!

Developing An Adaptive Pipeline



Ramp Up: Better, Faster

- Automate Tasks
- Expedite Insight
- Capture Additional Data

Rethink How

- Predict and Proactively Engage
- Identify New Patterns

Reimagine What

- Create New Products, Services
- Continually Improve

Developing An Adaptive Pipeline: Example

Early Issue Detection

- Customer Svc, Call and Maintenance Logs + Design Data

Predictive Maintenance

- Real-Time Operating Conditions + Historical Performance Data etc.

Pay for Performance

- Vehicle as Platform
- Sell the Service



What Is The Desired Business Outcome?



Thank you.

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