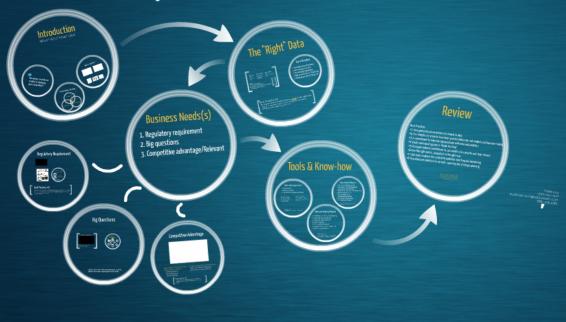
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# Solution & Analys

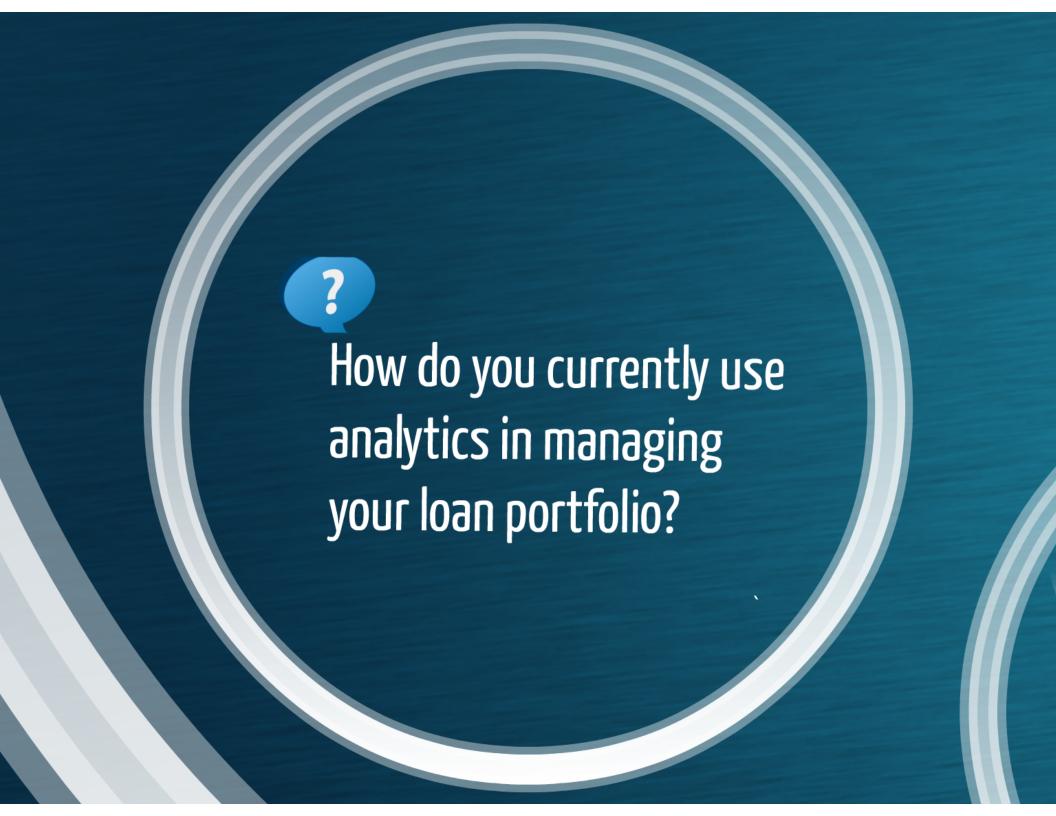
# Introduction

What? Why? How? Q&A!

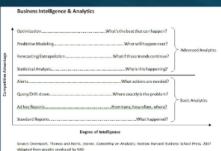


# **Business Need**

1. Regulatory requirement



# What is analytics?









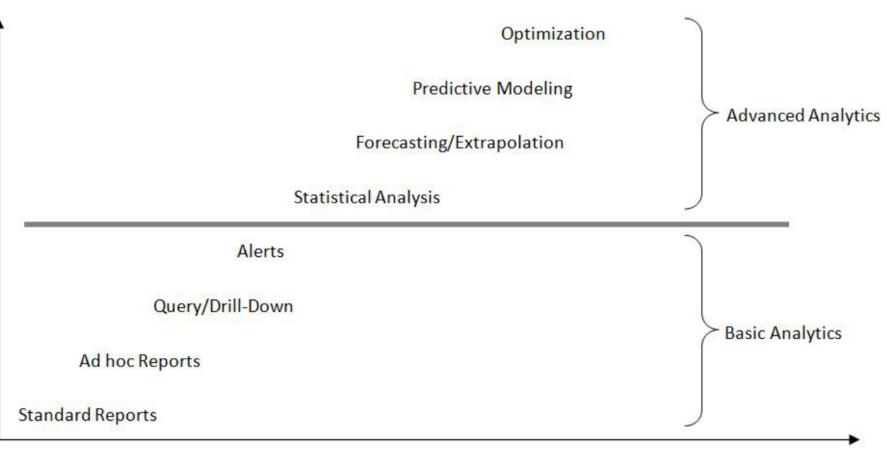


## **Business Intelligence & Analytics**

Optimization	What's the best that can happen?	
Predictive Modeling	What will happen next?	Advanced Analytics
Forecasting/Extrapolation	What if these trends continue?	
Statistical Analysis	Why is this happening?	
Alerts	What actions are needed?	
Query/Drill-down		Basic Analytics
Ad hoc Reports	How many, how often, where?	Basic Analytics
Standard Reports	What happened?	

### Degree of Intelligence

Source: Davenport, Thomas and Harris, Jeanne. *Competing on Analytics*, Boston: Harvard Business School Press, 2007 (Adapted from graphic produced by SAS)



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