Accenture Applied Intelligence

AI 101:
Predictive Analytics

VIDEO TRANSCRIPT

What is predictive analytics?

So you're having a friend over for dinner. A friend who's always late. Everywhere. Usually they're about 10 minutes late. But when it rains, you know they'll spend at least five minutes looking for an umbrella. It's raining tonight. So you start cooking 15 minutes late - and have steaks ready right when they arrive.

Computers use predictive analytics in the same way – determining what's most likely to happen, based on data from what's happened in the past. And they can apply it to things far more complicated than dinner plans...

...Like flu vaccines. For the entire global population. Scientists use predictive analytics to determine which strain of the flu is most likely to strike – and which patient populations are most likely to be at risk. Which helps them design the right vaccine and help save lives.

We bet you now have a better understanding of predictive analytics.