



# Panel Discussion | **[Predictive Analytics]** Anticipating Customer Behaviour with Data-Driven Precision



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**Poll Question (here is just a placeholder) - to be created on ON24**

**Do you think Predictive analytics tools will become more important in the coming years?**



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**Question 1**

- **What's the basic definition, 1-sentence, of predictive analytics in your opinion?**



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**Question 2**

- **How can predictive analytics help businesses foresee customer needs and trends?**



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**Question 3**

- **What are the best strategies for turning predictive insights into actionable decisions?**



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**Question 4**

- **How can predictive models be continuously refined for improving engagement and retention?**



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Q & A

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