

[Predictive Analytics]

From Data to Prediction: Leveraging Predictive Analytics for Proactive



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Question 1

What are some of the most compelling use cases you've seen where predictive models transformed reactive operations into proactive strategies?



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Question 2

How do you foster cross-functional collaboration between the data teams and business units to ensure predictive models are operationalizable?



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Question 3

What are the major challenges you have encountered when doing this in your organization, how did you address them?



Q&A

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Question 4

How do you see the role of predictive analytics evolving in the next 3–5 years, especially with the growing use of GenAI and real-time data?



Q&A

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Question 5

How can we calculate back the predicted engagement trends into estimated monthly ROI (SGD)?



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Q&A



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