

# PREDICTIVE ANALYTICS USE CASES BY INDUSTRY

	Churn Prevention	Customer Lifetime Value	Customer Segmentation	Next Best Action	Predictive Maintenance	Product Propensity	Quality Assurance	Risk Modeling	Sentiment Analysis	Up-and-Cross Selling
Automotive	●		●				●	●		
Banking	●	●	●	●		●		●		●
Education				●					●	
Insurance	●	●	●	●		●			●	●
Life Sciences			●				●		●	
Logistics					●		●	●		
Manufacturing					●		●	●		
Oil & Gas					●		●	●		
Retail	●	●	●			●			●	●
Telecoms	●	●	●	●					●	●
Utilities		●	●		●		●	●		