



# APQC: Predictive Analytics: Delivering on Data Science's Performance Promise

The APQC Process and Performance Conference began with **Dr. Eric Siegel's** presentation on Predictive Analytics. Dr. Siegel's presentation began with the question, "How do we put credibility on a field called predictive analytics?" He then explained Predictive Analytics. **Predictive Analytics** is the power to predict who will click, buy, lie, or die. There is a difference between prediction and forecasting. **Forecast** is scientific and free from intuition and personal bias, whereas **prediction** is subjective and fatalistic in nature. **Forecasting** is an extrapolation of past into the future while **prediction** is judgmental and takes into account changes taking place **in the** future. Predictive analytics is technology that learns from experience (data) to predict the future behavior of individuals in order to drive better decisions.

The Prediction effect: A little prediction goes a long way.

The Data effect: Data is always predictive

Dr. Siegel then explained the difference between causation and correlation

**Correlation** - items that relate

**Causation** - one thing causes another

Predictive analytics is the Information Age's latest evolutionary step

Predictive Analytics Take-Aways

- Boosts operational effectiveness

- Alleviates information overload

- Learns from data (modeling)

Dr. Siegel's session helped me review how we look at our data and which items show a correlation and which items show a causation. This ensures that we do not arrive at the incorrect conclusion. Click this [link](#) to view Dr. Siegel's website.

