



# BUSINESS INTELLIGENCE Vs. PREDICTIVE ANALYTICS

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What's the Difference?

**Infiniti Research**  
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In the modern analytics world, using a plethora of tools and techniques can be confusing and fascinating at the same time. A considerable number of organizations are currently employing business intelligence tools to advertise and market their products but are unsure about the additional value of hosting

predictive analytics in the sales performance.

Since all organizations are data-driven, they are looking for effective ways to exploit the full potential of data and generate better value from these data sets. On a broader perspective, predictive analytics is not as same as



*Prominent companies are using business intelligence and perspective analytics to optimize production, maintain inventory, and deliver products at the right time*

business intelligence. Both business intelligence and predictive analytics, at large, rely on data to drive decision making.

## What is business intelligence?

Business intelligence, or BI, is all about using data to understand the historical trends and the current business performance. With the aid of BI, businesses can get easy access to their data and gain adequate insights into the current performance of the business. Effectively applying BI solutions helps organizations to gain relevant market information, making it indispensable for the business leaders. But the key limitation of

business intelligence lies in its inability to predict what's going to happen next. This is where predictive analytics comes into the picture.

## A great leap for predictive analytics

Unlike business intelligence, which is data-centric, predictive analytics can be viewed from a knowledge-centric perspective.

Predictive models and algorithms not only help businesses predict the likeliness of the outcome but can help the business to predict the future outcomes.

In addition to the conventional ways of finding and extrapolating trends, a reliable predictive analytics tool is more future-focused and helps the organization make optimal business decisions.

Organizations can further look for predictable behavior, propensities, and business rules to predict the likelihood of certain actions.

### How to differentiate business intelligence from predictive analytics?

Both these platforms use sophisticated algorithms to analyze data and solve business problems. The fundamental difference is that business intelligence aims to answer the questions pertaining to the active scenario; such as **“what happens now”** and **“what is happening”** currently, but predictive analytics offers a proactive approach when it comes to gauging information.

For the optimal functioning of any organization, businesses can leverage the use of both business intelligence and predictive analytics tools. With the aid of business intelligence, organizations can know what really happened in the past - and with the aid of predictive analytics, businesses can optimize their resources to take effective actions in the future.

### The two key areas of differences between BI and predictive analytics are:

#### Data:

In the business intelligence process, raw data is processed into information for the direct utilization of people. Organizations gain timely insights into various dimensions of data such as the product, region, and sales. In the case of predictive analytics, the raw data is processed into structured data for effective utilization by the organization.

#### Decision:

Business intelligence helps people make decisions based on insights; choosing what they believe is the ideal choice without the presence of solid evidence. Predictive analytics, on the other hand, can help in decisions based on facts and data sets.

## LATEST INSIGHTS



### MI Helps a Transportation Services Provider Rationalize Sales Process

The global transportation services industry consists of revenues generated from freight transportation.

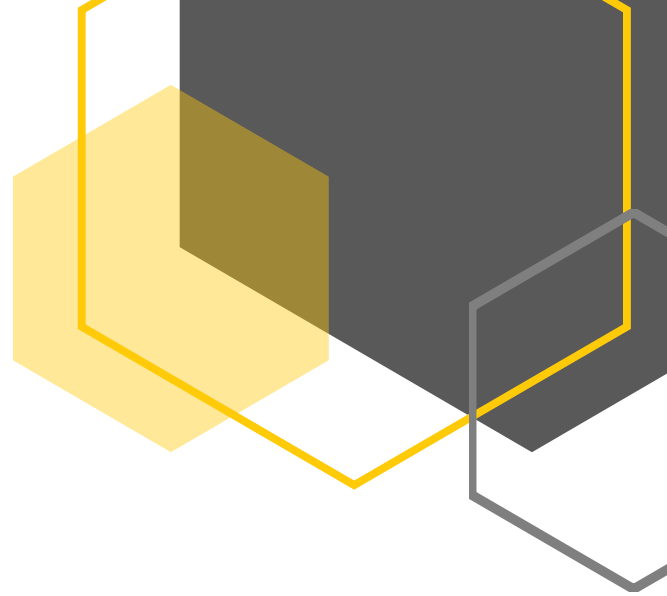


### Top Five Benefits of Market Intelligence

In today's competitive market, competitive advantage is fleeting, and your ability to market and sell products becomes crucial for survival. If you can't react to the ever-changing supplier and market dynamics, you'll lose.

# Success Story

## Market Intelligence Helps a Renowned Fruits and Vegetable Supplier....



### Challenge

A prominent fruits and vegetable supplier, wanted to understand the current market landscape and identify the growth opportunities in the market.

### Benefits

The market intelligence solution offered by Infiniti helped the fruits and vegetable supplier to accurately allocate the resources and minimize the risk of investments.

### Insights

The engagement also offered the client the scope to expand their market presence and stay ahead of the competition.

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## About Infiniti Research

Infiniti Research is a leading provider of actionable market intelligence and advisory solutions that help global organizations in entering, competing, and capturing maximum market potential. Our experienced market researchers follow highly tailored and proven methodologies to support clients with succinct answers for business decisions in areas including Market Opportunity Assessment, Emerging Market Planning, Benchmarking, Value-Channel Analysis and Customer Segmentation.

With a team of 500 researchers spread across four continents we are able to understand diversity in local behavior and business environment, overcome language complexities, proactively identify complex multi-level regulatory issues, and obtain high-quality information on private companies. By using Infiniti as your research partner, you can supplement and augment your internal resources on a flexible basis, increase the productivity of your team, and simultaneously cut costs.

Our researchers have extensive experience in deep dive custom research and consulting assignments for over 100 Fortune 500 companies and numerous small and medium-sized companies across several industry verticals.



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