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WITH  
**SANJOG AUL**

**CIO Talk Network**  
**Wednesday at 7 AM Pacific**  
**October 01st 2014: Special Encore Presentation: How to**  
**Make Predictive Analytics Effective**

Predictive Analytics has been used for some time in exploiting patterns among data, and Big Data has now removed the limits on what can be analyzed. But there's a difference between prediction and persuasion. If Predictive Analytics can't lead to something actionable on a business level, what good are they? So how can we define what makes Predictive Analytics effective, persuasive to business leaders and capable of helping business achieve a positive ROI?



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