

Predictive Analytics Q2, 2012: Today's Supply Chain, Tomorrow (Single Edition): Transforming the Global Economy; Evolving Trade Flows; The Impact of Oil

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Abstracts

Analytiqa's Predictive Analytics series of briefings are published quarterly and highlight issues which will directly and significantly influence manufacturing, retail and logistics service provider supply chain operations. Each briefing is designed to be strategic, concise, highly valuable and commercially relevant.

In this volatile and unpredictable market, created by the global economic crisis, predictive analytics is gaining substantially in popularity as businesses tackle the challenges created by the ever-changing operational environment.

Predictive analytics can be harnessed to guide business decisions for every player and at every stage in the supply chain, regardless of the size of the business or the broad or specialist nature of the organisation's operations. Business intelligence has evolved rapidly in recent years and more and more businesses are now studying the habits and choices of their customers.

By contrast, supply chain companies have a need to track the infinitely more complex decisions of their customers and their 'customers, customers' across entire industry sectors and across all the geographies within which their customers operate. No minor undertaking! Logistics companies that service the needs of retailers for example, need insight into how consumers are approaching purchasing, such as the influence of fast-fashion or the impact of increasing online sales. Qualitative predictive analytics can be used to effectively track and analyse such developments globally and across industries.

How can you benefit from Analytiqa's Predictive Analytics?

With all the Supply Chain experience, industry knowledge and expertise of Analytiqa's Analysts and Consultants, supplemented by the use of sophisticated software, analysis and modelling techniques, Analytiqa harnesses the predictive capabilities of industry specific research to assist you to identify forward looking trends and data.

Hence Analytiqa's new briefings. 'Predictive Analytics', which will be published quarterly, are based on qualitative and quantitative predictive analytics to identify and examine the developments which will shape the supply chains of the future. With supply chain companies operating in a highly volatile global environment that is currently seeing many ground breaking changes, the devised strategy of organisations, both large and small, can directly and substantially benefit from such analysis.

This series of briefings will aim to examine potential future developments which drive consumer spending habits, manufacturing and outsourcing decisions, retailer strategies and raw material trade flows which all combine to ultimately define the commercial opportunity for supply chain companies. Each briefing will draw on predictive analysis based on relevant primary and secondary research undertaken across the global supply chain industry. The qualitative data will include forecasts to 2025 or even 2030.

Analytiqa's Predictive Analytics series of briefings will publish quarterly and highlight issues which will directly and significantly influence customer and logistics service provider supply chain operations. They will therefore cover a wide variety of topics such as energy markets, fuel prices, population and migration trends, urbanisation, the changing prosperity of geographic regions, the spread and democratisation of technology, the impact of climate change, manufacturing locations, labour cost developments, mergers and acquisitions.

Each briefing is designed to be strategic, concise, highly valuable and relevant.

Why Analytiqa's Predictive Analytics briefings?

Independent commentary and analysis

key analysis of future market performance, trends and key issues

Assists to improve your profit margins

robust actionable business information that is commercially relevant

Prioritises business development
quicker wins by identifying growth markets with greater certainty

Aids the achievement of a higher ROI
on time spent in planning and strategy processes

Focuses future supply chain strategies
boost margins, efficiency and cost reductions by understanding markets

Recognise commercial growth in a tough market
utilising an innovative and cost effective business intelligence solution

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