



Understanding the difference between Predictive Analytics and Prescriptive Analytics

Predictive Analytics and Prescriptive Analytics are the two essential guides that come into view when you set out on the adventure of making decisions based on data. They lead decision-makers through unfamiliar territory and map out the landscape of possibilities, much like adept digital-era cartographers. Our compass is predictive analytics, which makes predictions by identifying trends in past data. Conversely, Prescriptive Analytics is the innovator; it does not stop at forecasting results; instead, it actively plots the path for tactics that can be implemented to achieve the best possible outcomes.

