

Four Kinds of Analytics

Business & Management

What each level answers, and the effort each requires.

Increasing value, increasing difficulty.

Type	Answers
Descriptive	What happened?
Diagnostic	Why did it happen?
Predictive	What is likely to happen?
Prescriptive	What should we do about it?

Each level depends on the one below. Predictive analytics on unreliable descriptive data predicts the errors.