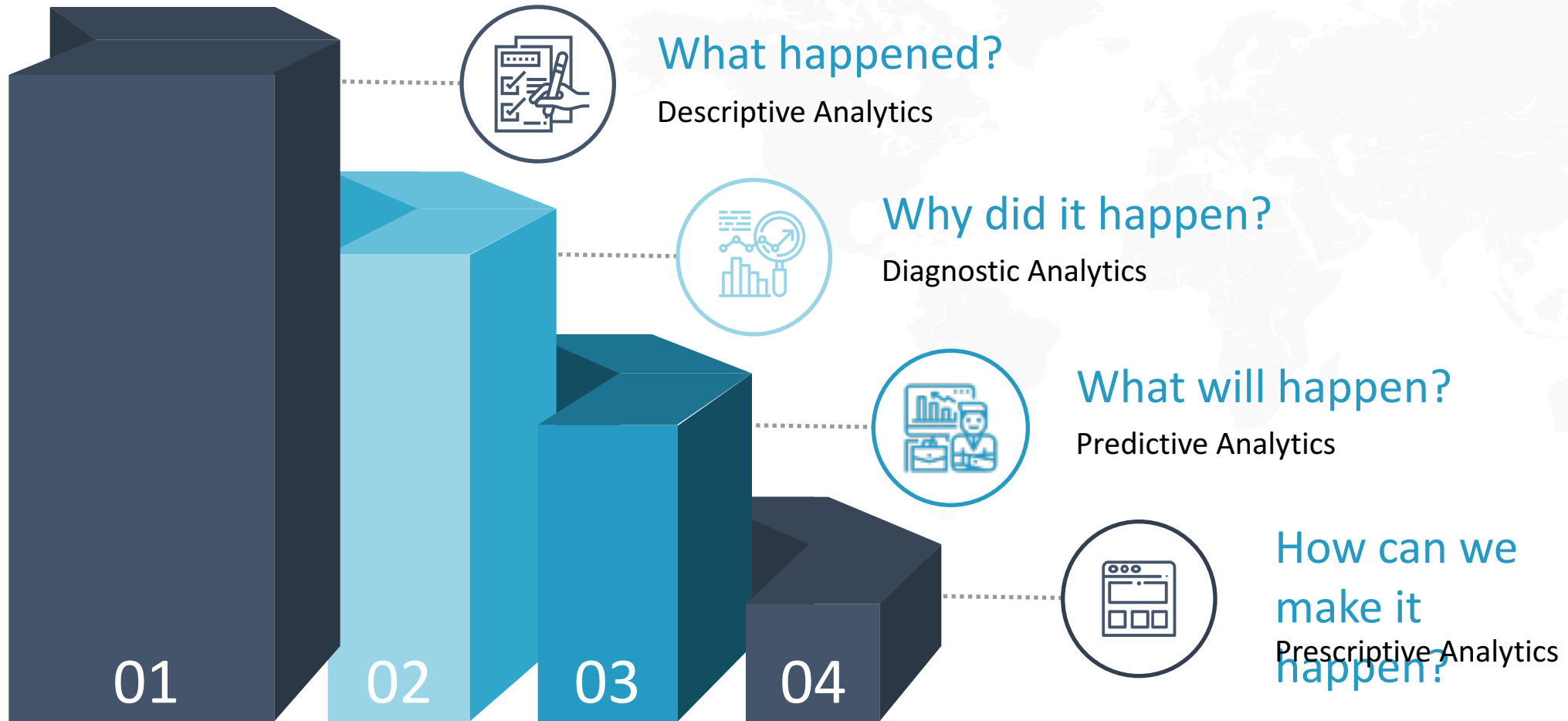




OUR MISSION IS TO HELP YOU STAY ABREAST OF YOUR
ACCOUNTING AND MITIGATE RISK DURING THIS TIME OF
UNCERTAINTY.



What is Predictive Analytics?



What will happen?

Predictive Analytics

How can we
make it
happen?

Prescriptive Analytics



What happened?

Descriptive Analytics

Why did it happen?

Diagnostic Analytics

Predictive Analytics



Business



**Banking and
Finance**



Retail

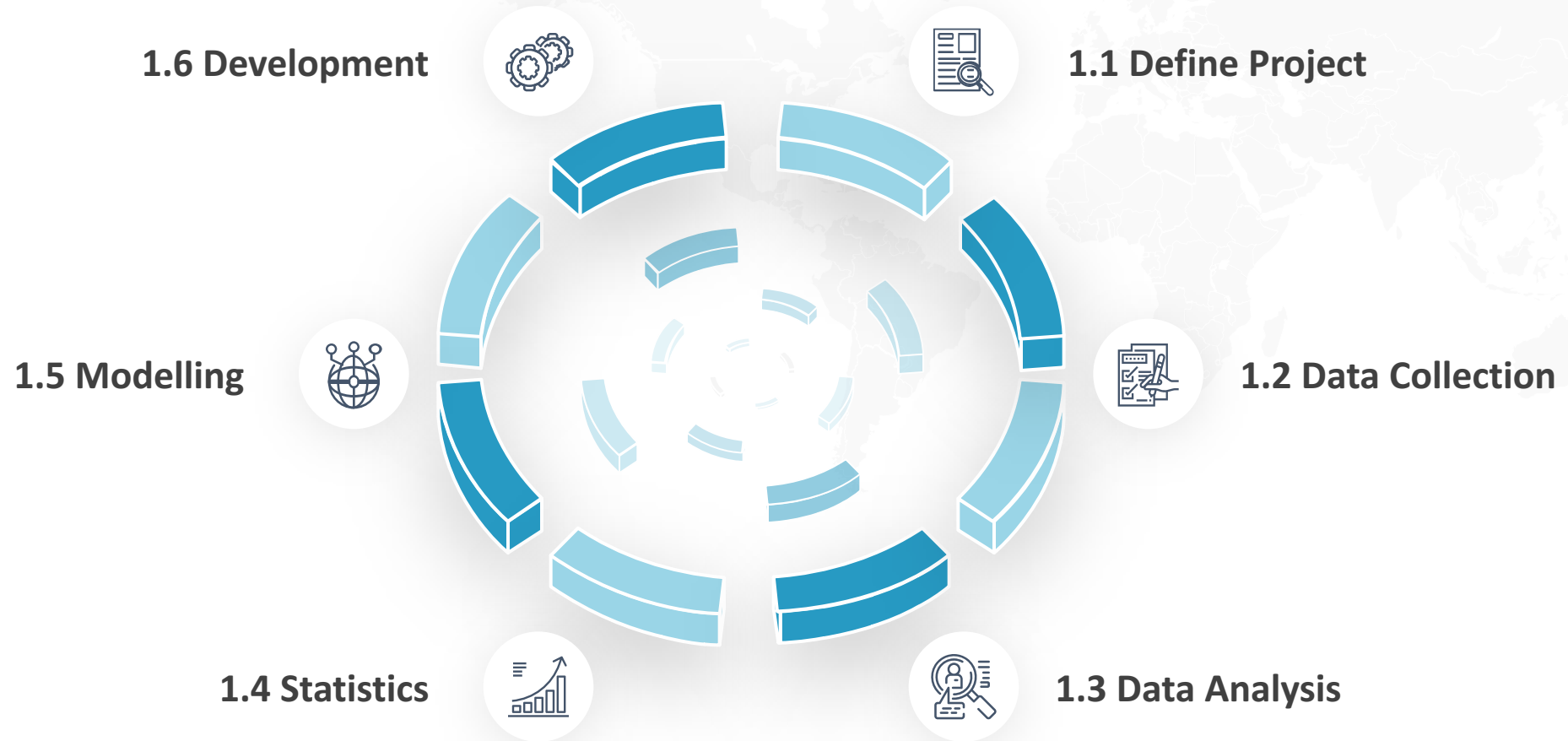


**Telecommunica
tions**



**Credit
Scoring**

Predictive Analytics



Data Analytics



Descriptive Analytics

Historical data in an organized form



Diagnostic Analytics

“Why did X happen to Y data?”



Predictive Analytics

Predictions about likely outcomes in the near future



Prescriptive Analytics

Suggestions about what to do next, given the information from predictive analytics

Predictive Analytics



Business



**Tele-
communications**



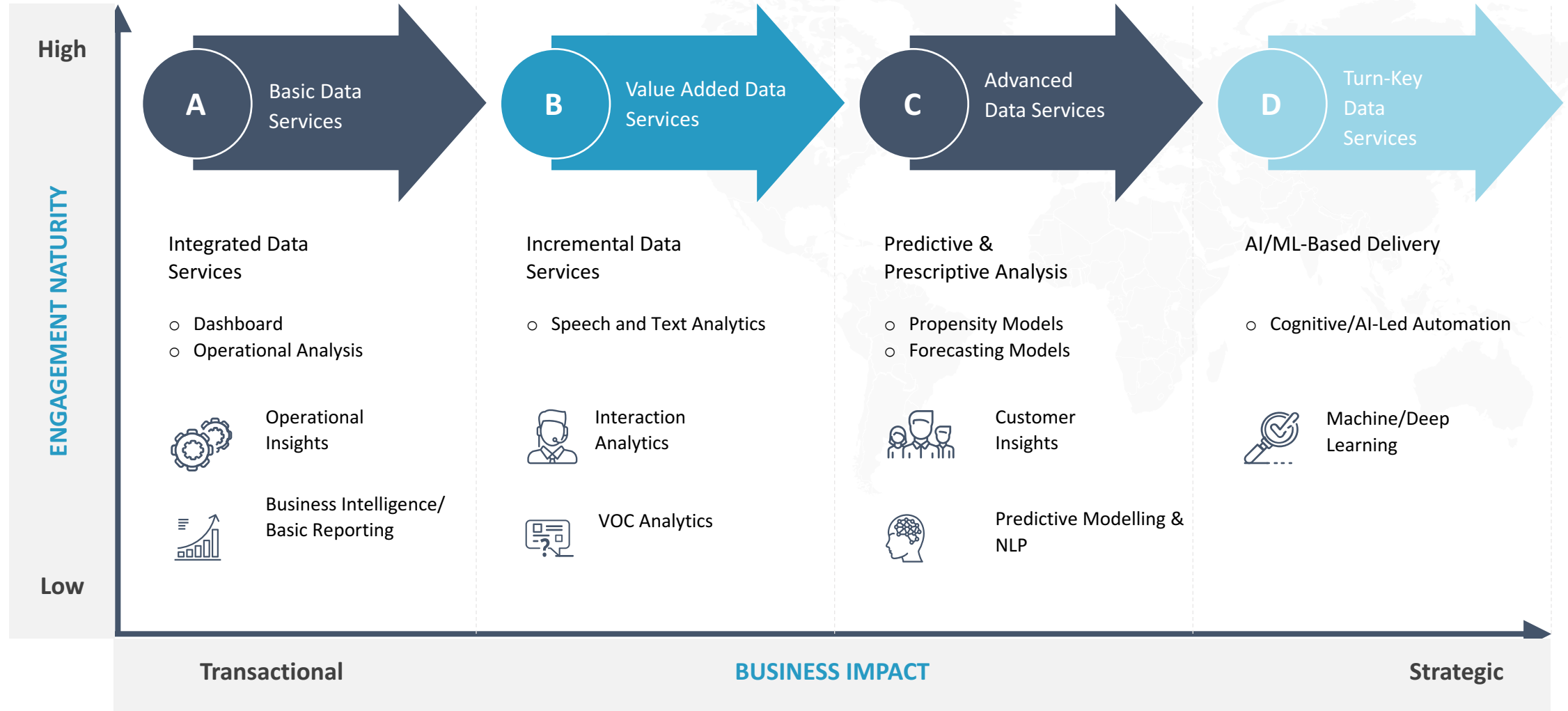
**Banking and
Finance**

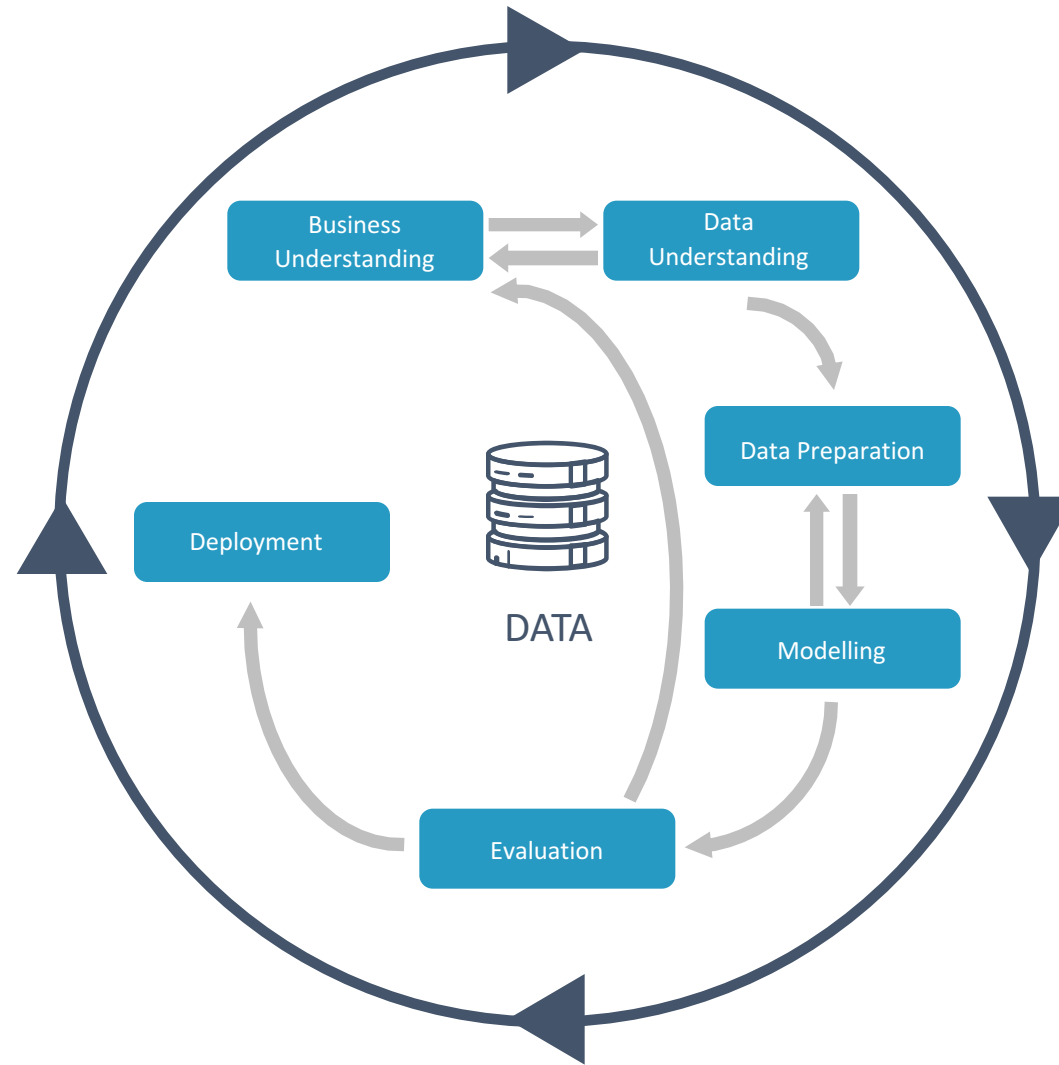


Credit Scoring

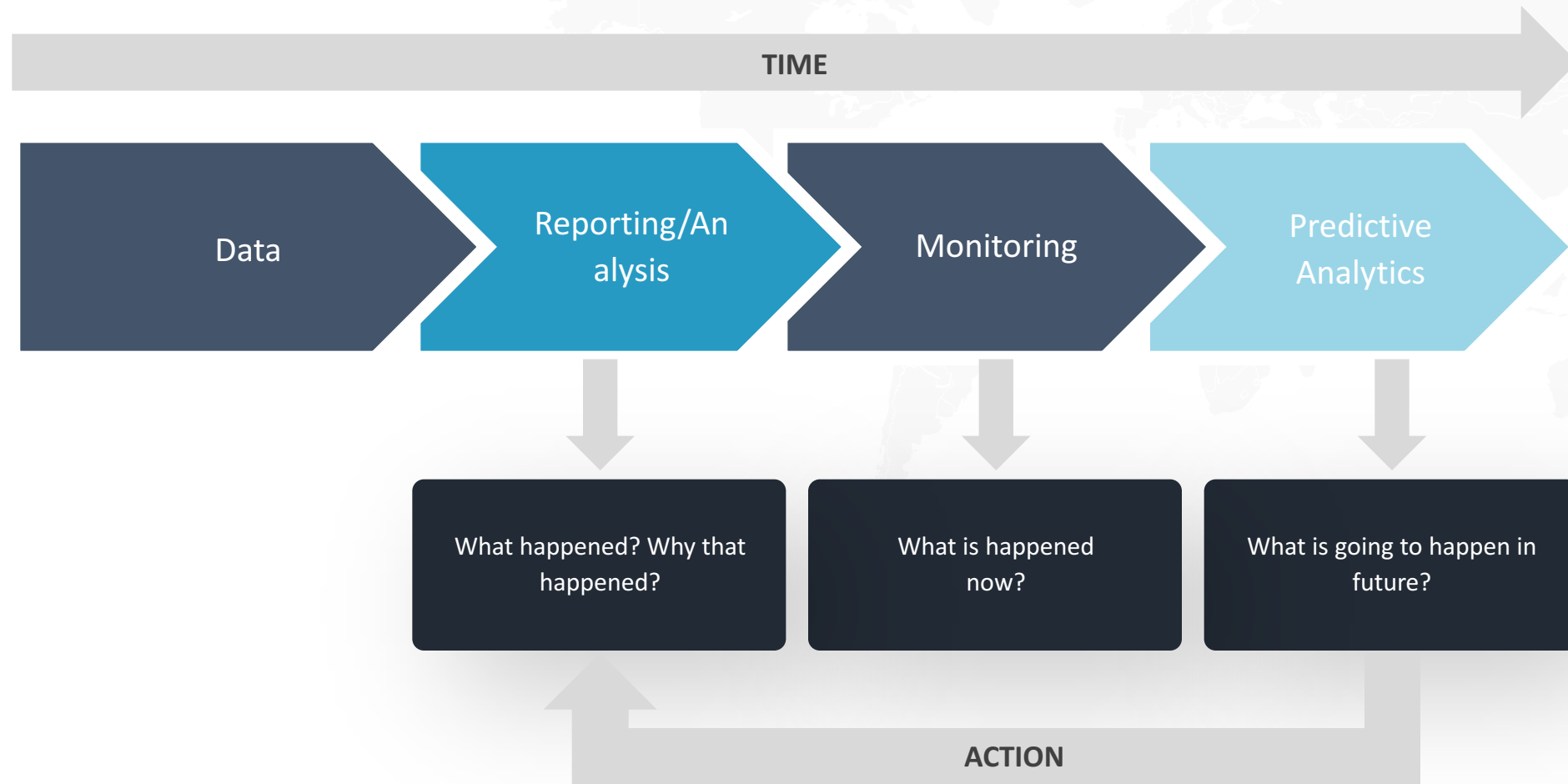


Retail





Predictive Analytics



Is your organization trying to find new ways to generate revenue?

Most organizations apply predictive analytics to core function that produce revenue

use predictive analytics to increase profitability

52
%

use predictive analytics to create new revenue opportunity

55
%

What are the 5 things predictive analytics can do for you?

1. Instantly predict market trends and customer needs
2. Create customized offers for each segment and channel
3. Predict how market-price volatility will impact your production plans
4. Forsee changes in demand and supply across your entire supply chain
5. Proactively manage your workforce by attracting and retaining talent



What impact can predictive analytics have on your organization?

- 86% assert that predictive analytics will have a major positive impact on their organization.
- With nearly one-third indicating it could be transformative in enabling them to do things they couldn't do before

What data in your organization can predictive analytics tap to help you discover new trends and opportunities?

The top 5 sources of data tapped for predictive analytics:

54%
Sales

69%
Customer

67%
Marketing

55%
Product

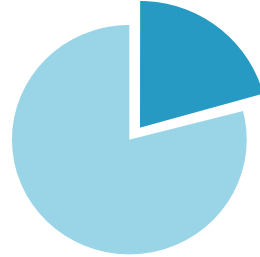
51%
Financial

- All of the above data relate directly to revenue
- 40% of companies are evaluating or plan to use social media data

Are you looking for ways to increase customer satisfaction?

45%

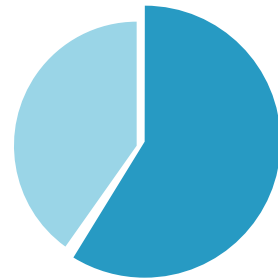
45% of organization currently use predictive analytics for customer services



How can your organization gain a competitive edge and respond in real time?

68%

68% of organization who use predictive analytics have **realized a competitive advantage.**



With real-time predictive analytics, you can make sure your company doesn't miss its window of opportunity.

Where do you want your company analytics to be?

Predictive analytics enables you to extend your analytics capabilities. Moving from the rearview mirror to a forward-looking view.



What happened?

- Standard reports
- Ad Hoc reports
- OLAP analysis

Sense and Respond

Why did it happen?

- Data down analysis
- Data discovery

What will happen?

- Predictive modelling

What is the best that could happen?

- Real-time predictive analysis

Predict and Act

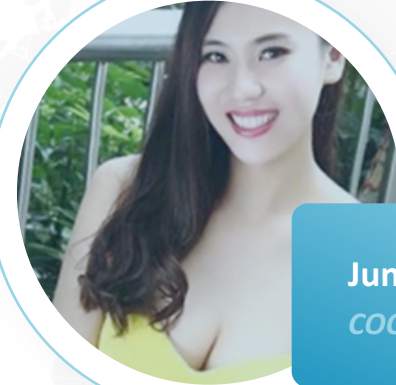
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Dr. Malio West,
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COO

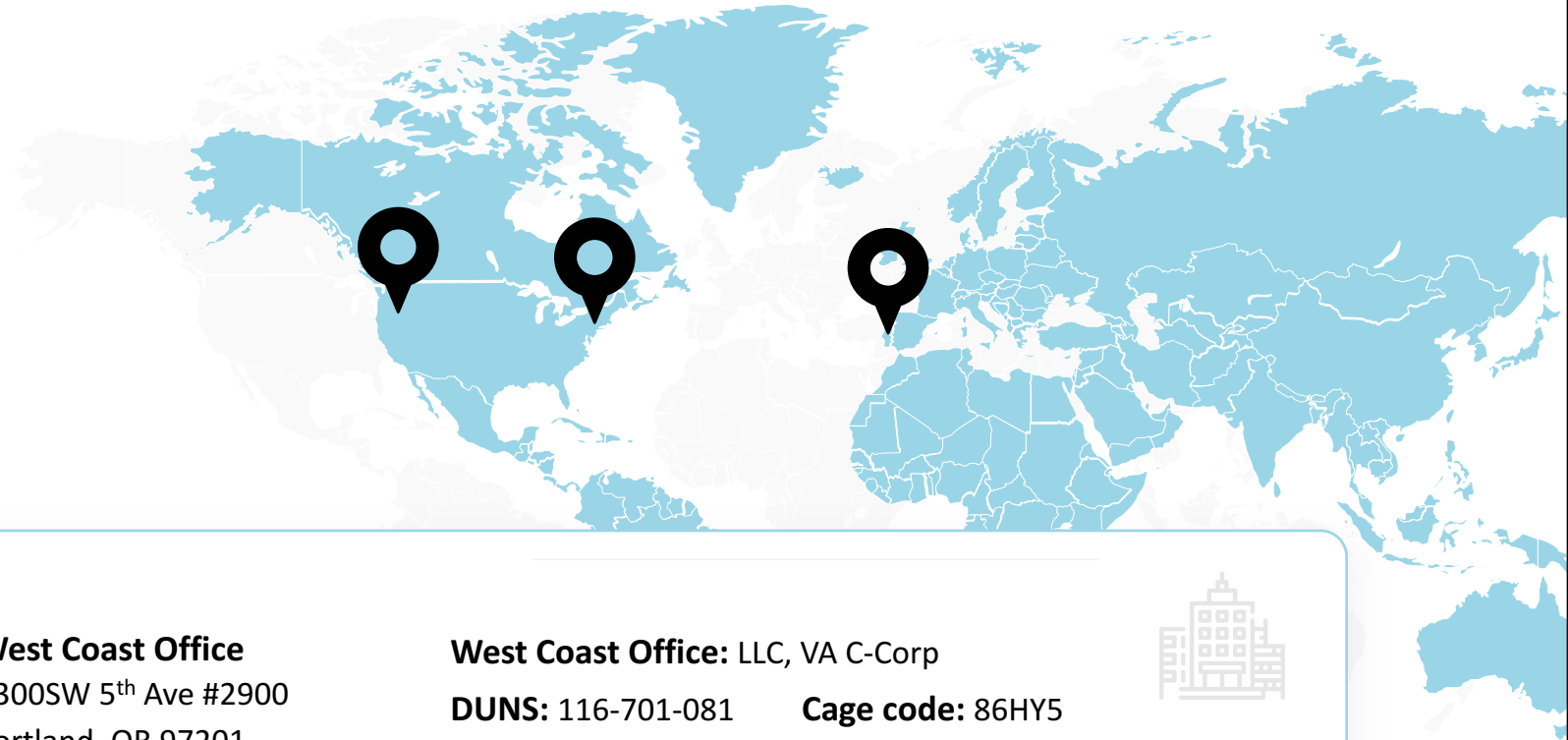


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Primary NAICS Codes:

541211 – Offices of CPA
522110 – Commercial Banking
921130 – Public Finance Activities Services

