2015 ANALYTICS PREDICTIONS

TALENT AND ORGANIZING

1. Organizations will clarify CAO and CDO roles and how they fit into their overall staffing structure

2. Storytelling will be the hot new job in analytics

APPLIED ANALYTICS

3. Ensemble methods for analytical models will grow in popularity
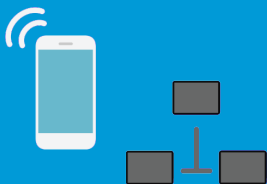
4. The application of analytics for holistic and integrated security breach prevention will be a top priority

5. We will see the emergence of "The Analytics of Things"

DATA AND TECHNOLOGIES

6. Hadoop will go mainstream

7. Companies will double their investment in generating new and unique data

BUSINESS IMPACT

8. Privacy demands will spark tools and services that allow consumers to determine if and how their data is shared and at what price

9. Analytics, machine learning and congnitve computing will increasingly take over the jobs of knowledge workers

10. Automated decision-making will come of age in 2015

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