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# A lot has happened in the past few years as Minitab continues to invest

2020

2021

2022

2023



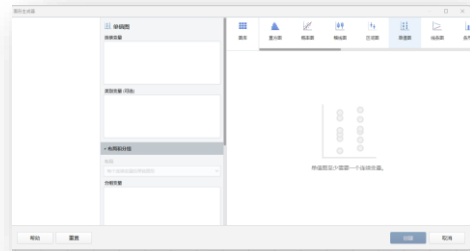
Minitab Workspace

Minitab

Predictive Analytics Module  
CART

Minitab

Graph Builder



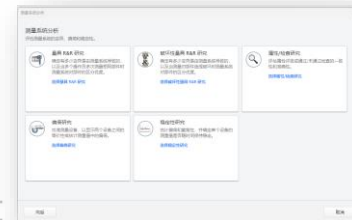
Education Hub  
Powered by Minitab

Minitab Model Ops

Minitab

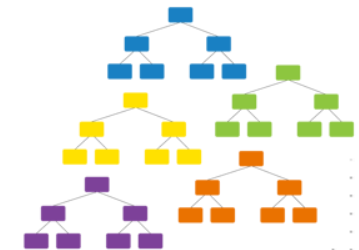
Modules

Predictive Analytics Module  
TreeNet Random Forests



Minitab

Predictive Analytics Module  
MARS Modeling Engine



# Commitment to Brazil



## The Need for Data Literacy

**99%**

of companies recognize that data is crucial for success

**97%**

face challenges in using data effectively

**91%**

of CDOs cite culture as the biggest challenge

# The Need for Data Literacy

## UPSKILLING



Upskill your workforce as part of broader digital dexterity

## COLLABORATION



Unlock radical collaborations and innovation using data

## TALENT



Maximize talent of you  
Data and Analytics Professionals

## CULTURE



Foster data-informed and insights-driven culture

# Success Factors for Data Literacy

1

## A CLEAR CASE FOR CHANGE

**What are you really solving for?**

Start your data literacy program by excavating your clear and compelling case.

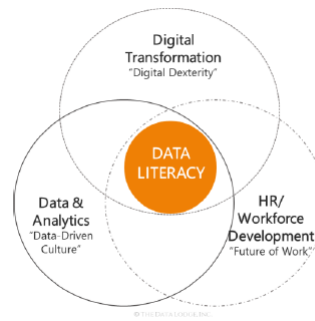


2

## CONTEXT & ADJACENCIES

**How does Data Literacy fit or align with other programs and efforts?**

Forge a coalition.



3

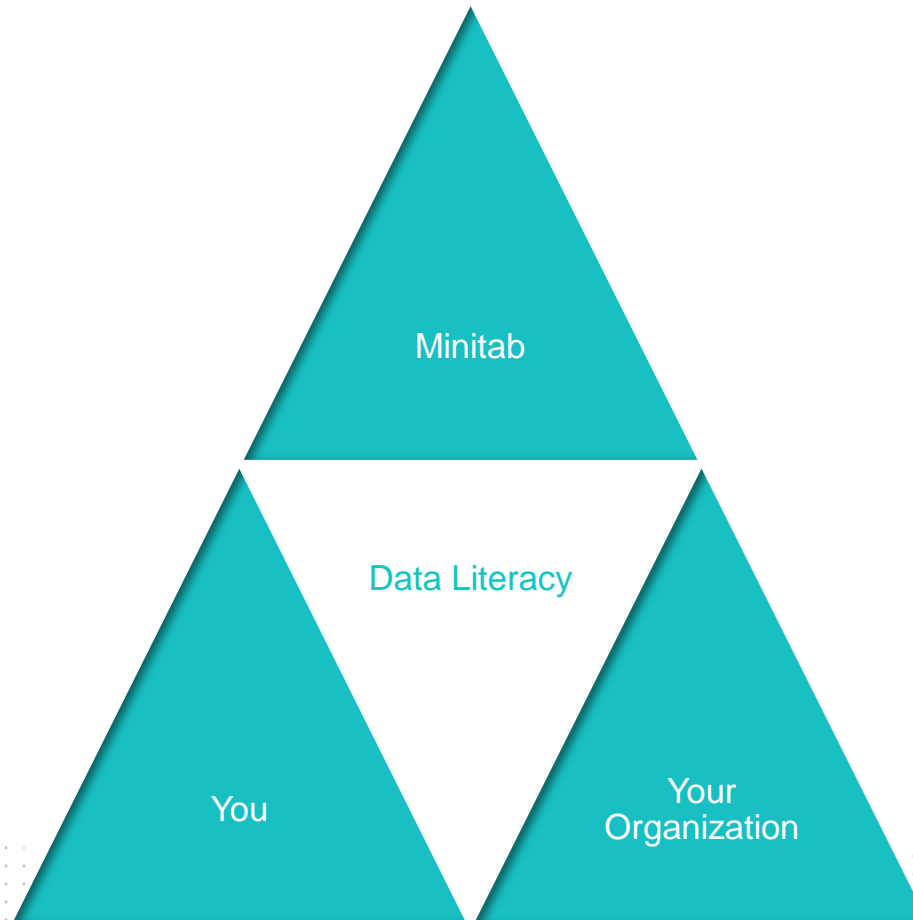
## GETTING STARTED

**How to start, work smart and not waste time & resources?**

Don't go it alone.



# We Can Tackle Data Literacy Together

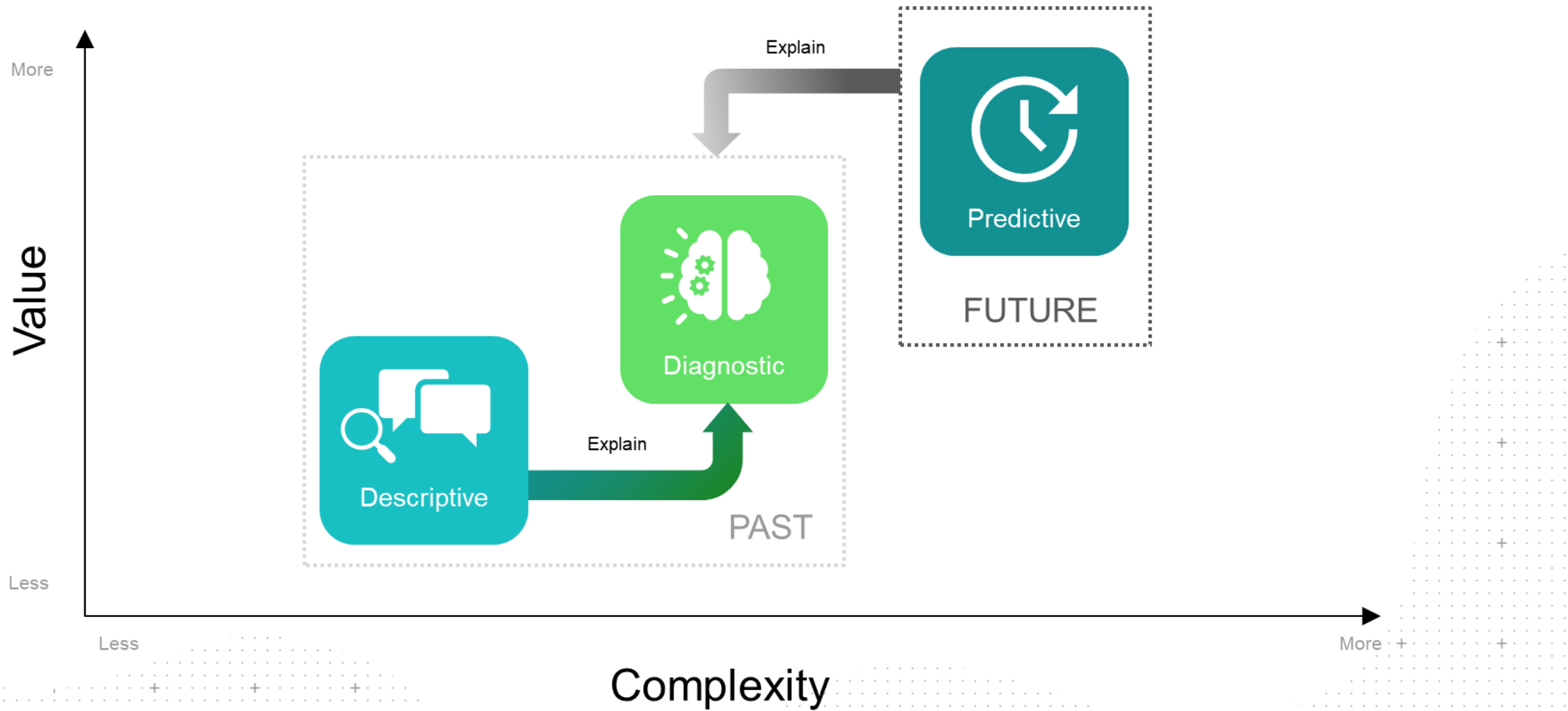




# Predictive Analytics: The Next Step on Your Analytics Journey



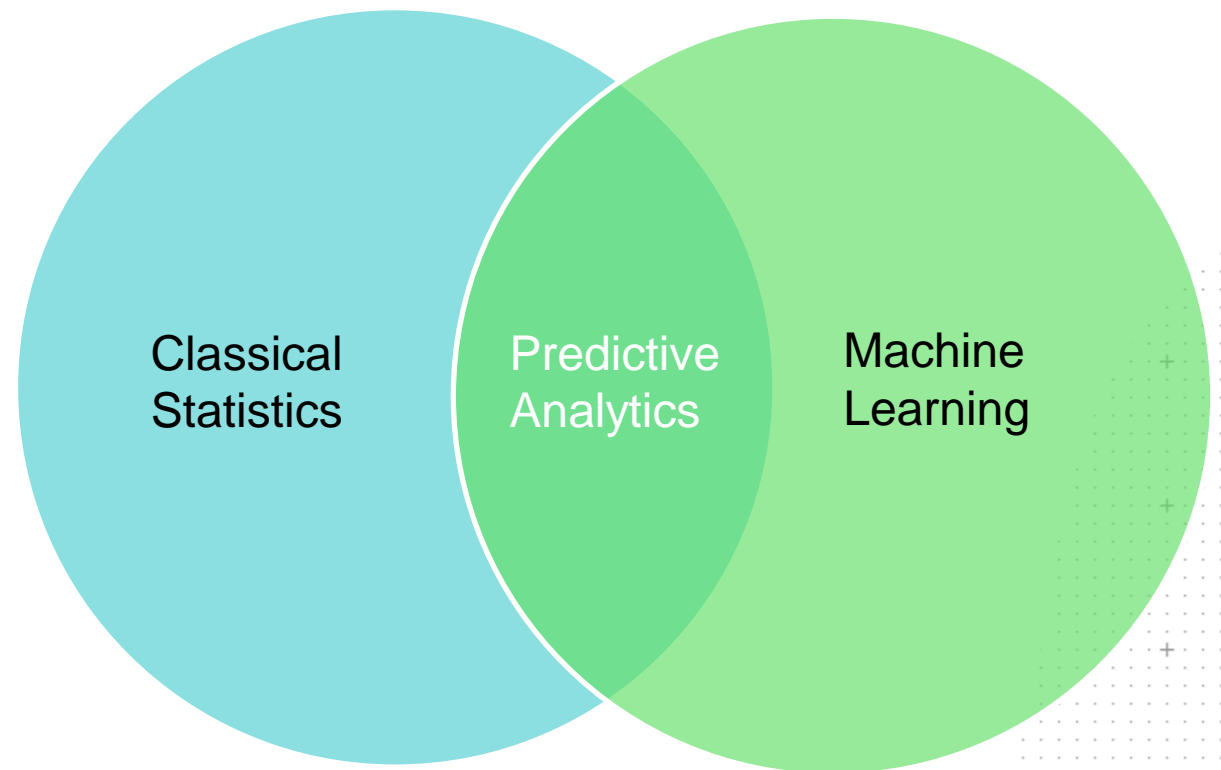
# Predictive Analytics Explained



# Deep Dive into Predictive Analytics

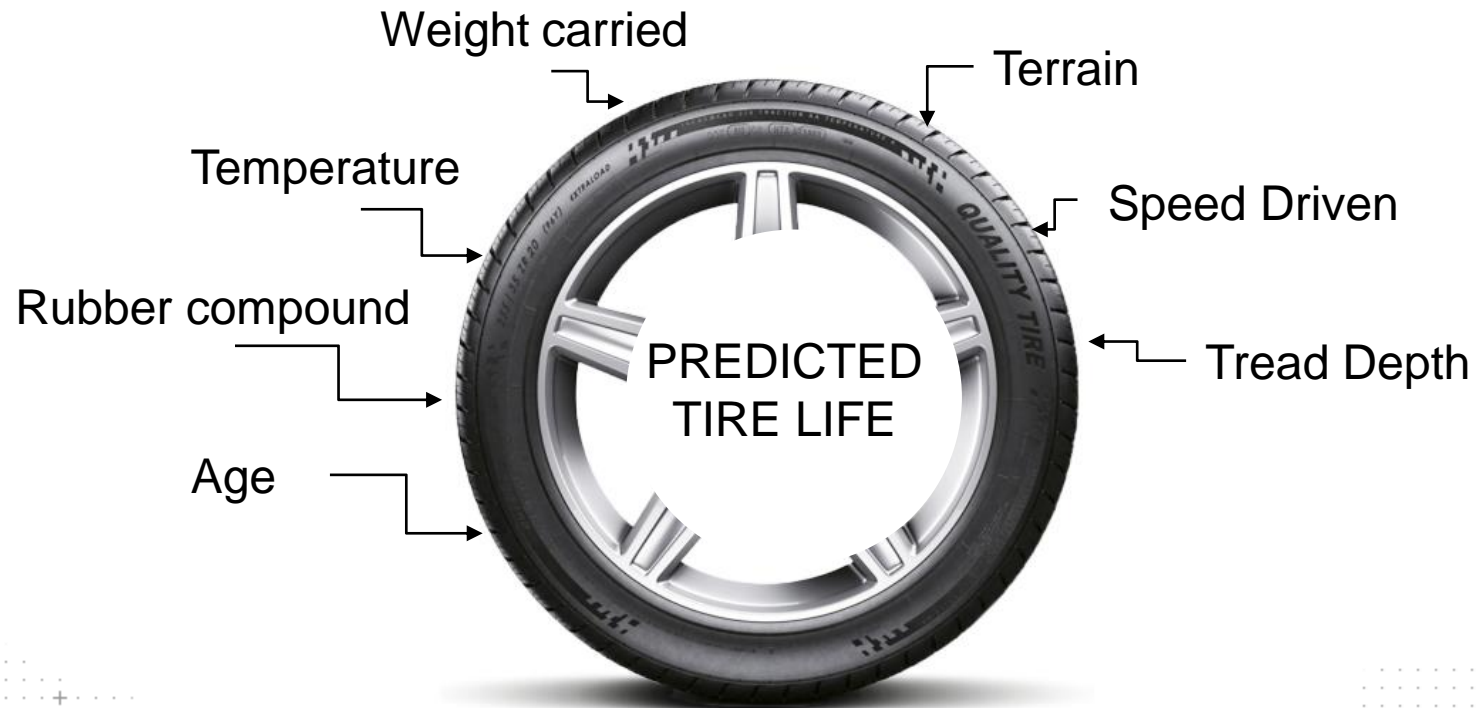
Predictive analytics is a form of advanced analytics that uses current and historical data to forecast activity, behavior, and trends.

It involves applying statistical analysis techniques, data queries, and machine learning algorithms to data sets. Predictive analytics also involves creating predictive models that place a numerical value -- or score -- on the likelihood of a particular action or event happening.



# Predictive Analytics Is a Critical Tool for Your Business

Predictive Analytics looks for patterns in data and projects them forward to help businesses mitigate risks and capitalize on opportunities.



# Are You Considering All of Your Options?



# thank you

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Cám ơn	شكريه	Terima Kasih	Dank u Wel	Děkuji
நன்றி	Köszönöm	ありがとう ございます	ขอขอบคุณครับ	Dziękuję
谢谢	Tack	Mulțumesc	спасибо	Merci
תודה	多謝晒	дядкую	Ďakujem	