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COURSE BROCHURE

Predictive Analytics Use-Case Planning Training Course

29 November – 3 December 2027
Amsterdam

Predictive Analytics Use-Case Planning Training Course

Ref: 3023_114670 **Date:** 29 November – 3 December 2027 **Location:** Amsterdam **Fees:** 6200 GBP

Predictive Analytics Use-Case Planning is a 1-week training course for business managers and new analysts who want to put forecasts of churn, demand and risk to work in everyday decisions, ending with a business prediction use-case plan. As systems offer ready-made scores, organisations need people who can judge which predictions are worth acting on. Jupiter Prime Training offers this course in predictive analytics use-case planning.

Why Predictive Analytics Use-Case Planning Matters Now

Prediction has moved from specialist teams into the screens of line managers. Business platforms now attach propensity scores and forecasts to records by default. At the same time, executives ask why investments in scoring have changed few decisions. The gap usually sits between the score and the action: nobody agreed which decision the prediction should change, what threshold triggers it, or how success is counted. An organisation that plans use cases carefully turns scores into retention calls, stock orders and credit limits.

Who Gains Most from Predictive Analytics Use-Case Planning

- Line managers who decide which customers, products or accounts receive attention
- New analysts asked to prepare historical records and explain forecast outputs to the business
- Customer retention leads responsible for acting on churn warnings before contracts lapse
- Planning coordinators who turn demand forecasts into orders, rosters and capacity requests
- Credit and risk officers who set limits or checks on the strength of a risk score

A commercial unit that sends a manager alongside the analyst who supports them gains most.

Predictive Analytics Use-Case Planning Capabilities

Participants start from a decision, not an algorithm, and carry a forecast through to an agreed action.

- Frame a prediction question around a named decision, target and time horizon — the business owner
- Assess whether historical records are fit to learn from — the analyst preparing them
- Read accuracy, lift and error measures — the manager deciding to trust a score
- Set action thresholds that balance missed cases against wasted effort — the retention or credit lead
- Design a simple test that compares acting on predictions with current practice — the sponsor funding it
- Communicate a use case, its limits and its monitoring needs on one page — the approving executive

Key Predictive Analytics Use-Case Planning Terms

- Use case — a specific decision that a prediction will change, with its owner, trigger, action and measure of success.
- Target variable — the outcome the prediction estimates, such as whether a customer leaves.
- Propensity score — a number expressing how likely an individual customer, account or item is to show the target outcome.
- Lift — how much more often the outcome appears in the highest-scored group than in a random group.
- False positive — a case flagged by the prediction that does not show the outcome.
- Model drift — gradual loss of prediction accuracy as behaviour and markets move away from historical records.

Predictive Analytics Use-Case Planning Day by Day

Day 1: Where Predictions Change Business Decisions

- Decision Inventory Of Recurring Choices — Locating Where A Forecast Could Help
- Prediction Versus Description Questions — Separating What Will Happen From What Happened
- Churn, Demand And Risk Use-Case Patterns — Matching Problems To Prediction Types
- Value Sketch Of Avoided Losses And Gains — Ranking Candidate Use Cases
- Stakeholder Map Of Owners, Users And Affected Customers — Agreeing Accountability

Day 2: Framing the Prediction Question

- Target Definition And Time Horizon — Deciding Exactly What Is Being Predicted
- Unit Of Prediction For Customers, Products Or Accounts — Fixing The Scoring Level
- Action Window And Lead Time — Ensuring A Forecast Arrives Early Enough
- Success Measures For The Business Outcome — Linking Accuracy To Commercial Results
- Prediction Question Canvas — Recording Decision, Target, Horizon And Action

Day 3: Preparing Historical Records

- Source Inventory Of Transaction, Contact And Contract Records — Judging Availability
- Label Construction From Past Outcomes — Avoiding Information From The Future
- Missing Values And Inconsistent Codes — Deciding What To Repair Or Exclude
- Candidate Predictor List With Business Rationale — Keeping Signals Explainable
- Training And Holdout Split — Testing Forecasts On Periods Not Yet Seen

Day 4: Reading Model Outputs and Setting Actions

- Score Distributions And Ranked Lists — Choosing How Many Cases To Act On
- Confusion Table Of Hits, Misses And False Alarms — Weighing Error Costs
- Lift And Gains Charts — Showing Benefit Over Random Targeting To Sponsors
- Driver Explanations For Individual Scores — Giving Front-Line Staff Reasons To Act
- Threshold And Playbook Rules — Linking Score Bands To Specific Interventions

Day 5: Practising the Business Prediction Use-Case Plan

- Telecom Churn Case — Applying Question Framing And Threshold Setting
- Grocery Demand Case — Applying Record Preparation And Holdout Testing
- Small Business Credit Risk Case — Applying Error-Cost Weighing And Fairness Checks
- Controlled Trial And Monitoring Schedule — Proving Benefit And Detecting Drift
- Business Prediction Use-Case Plan — Decision, Target, Records, Thresholds And Measures

Applying Predictive Analytics Use-Case Planning After the Course

- Complete a prediction question canvas for one recurring decision.
- Run a holdout comparison of an existing score against current practice.

Predictive Analytics Use-Case Planning Questions FAQ

What is predictive analytics use-case planning and why does it matter now?

It is the work of linking a forecast to a specific business decision. It matters now because scores and forecasts arrive in most business systems, yet many go unused for lack of an agreed action.

Which roles gain most from predictive analytics use-case planning?

Line managers, new analysts, retention leads, planning coordinators and credit officers gain most.

How does predictive analytics use-case planning differ from a course on building prediction models?

It concentrates on choosing, framing and acting on predictions rather than on algorithm selection or optimisation. You learn to specify what a model must deliver and to judge its outputs.

What do you bring back from predictive analytics use-case planning?

You bring back a business prediction use-case plan for a decision in your own organisation. It sets out the target, records, thresholds, test design and success measures.

Predictive Analytics Use-Case Planning: The Way Forward

The business prediction use-case plan first informs whether a candidate forecast deserves funding, read by the sponsor and the manager whose team acts on it. After first use, the perspective worth revisiting is the threshold: as costs, capacity and customer behaviour shift, the point at which a score triggers action should be rechecked against observed hits and false alarms.