

Sr #	Industry Verticals	Big Data - Use Cases
1	Telecom	Up-Sell/Cross Sell, 360 Degree Customer, Operational Intelligence, Customer Churn Analysis, Fraud Detection, Clickstream Analysis, Recommendations, Product Development, Network Performance Management & Optimization, Revenue assurance & price optimization, Customer churn prevention, Campaign management & customer loyalty, Call Detail Record (CDR) analysis, Capacity planning & management, Infrastructure investment, Customer Experience Analysis, Contact Centre Productivity, Field Service Productivity, Proactive Customer Care, Ordering Process Optimization, Fault Management & Root Cause Analysis, Predictive Maintenance, Social Analysis, Price Plan Optimization, Next Best Offer
2	Oil & Gas	Increase drilling and production performance, preventing environmental/safety problems, Reduce costs, Increase competitive edge, Oil Exploration and Discovery, Enhanced oil exploration, New oil prospect identification, Seismic trace identification, Oil Production, Equipment Maintenance, Reservoir Engineering, Safety and Environment, Security, Monitor Rig Safety in Realtime, Predictive Equipment Maintenance, Oil Exploration & Discovery, Oil Production & Optimization
3	Retail	Up-Sell/Cross-Sell, Social Media Analysis, Dynamic Pricing Across Multiple Channels. Fraud Detection, Click Stream Analysis, Loyalty Programs, 360 Degree Customer Views, Dynamic Pricing, Internal Profitability Intelligence, External Competitor Intelligence, Personalize Promotions, Predicting Stock Demands, Targeted Digital Offers, Price Optimization, Yield Management, Campaign Management, Supply Chain Management, Market & Consumer Segmentation, Social Relational Ship Models, Sell Through Models, Customer Scoring, Predictive Analytics for Cross Selling, Cross Channel Analytics, Event Analytics, Next Best Offer, True Lift Modelling, Merchandise Optimization, Product Development, Customer Experience
4	Banking	Credit and debit payment card fraud, Deposit account fraud, Technical fraud and bad debt, Trade Surveillance, Segmentation, Lead Scoring, Offer Contract Optimization, Marketing Mix Modelling, A/B Multivariate Testing, Propensity Model, Cross Sell/Up Sell, In Market Timing Models, Product & Recommendation Analysis, Sentiment Analysis, Engagement Analysis, Voice Of Customer Analysis, Churn Model, Next Best Action, Customer Location Analysis, Loyalty Models
5	Insurance	Lost Control Services, Claims Inspection, Pre-Underwriting Surveys, Predictive Analytics - Claims Management, Customer Insights, Risk Avoidance, Product Personalization, Fraud Detection, Customer Need Analysis, Property and casualty insurance fraud
6	Financial	Fraud detection, Customer Segmentation Analysis, Risk Aggregation, Country Party Risk Analysis, New Product & Services for Consumer Credit Card Holders, Credit Risk Assessment, 360-Degree Customer Service, Real Time offers and Portfolio Optimization, Risk Management, Compliance & Regulatory Reporting, Customer Loyalty Programs, High Speed Arbitrage Trading, Trade Surveillance, Abnormal Trading Pattern, Risk Modelling, Regulatory Monitoring, Underwriting, Anti Money Laundering, Financial Regulatory & Compliance Analytics
7	Travel & Transportation	Pickup Delivery Check List, Shipment Data Collection, Inventory, Fleet Management, Field Survey, Traffic control, Route planning, Intelligent transport systems, Congestion management, Revenue management, Logistics for competitive advantage, Route planning
8	Government	Cybersecurity, Intelligence, Crime Prediction and Prevention, Defense, National Security, Pharmaceutical Drug Evaluation, Scientific Research, Weather Forecasting, Tax Compliance, Health and Human Services Fraud Detection/Decision Support, Emergency Communications/Response, Traffic Optimization, Fraud detection, Threat detection, Compliance & regulatory analysis, Energy consumption & carbon footprint management
9	HealthCare	Genome Processing and DNA Sequencing, Personalized Treatment Planning, Assisted Diagnosis, Fraud Detection, Monitor Patient Vital Signs, Clinical Analysis, Pattern Matching for Productive Patient & Disease Analysis, Predictive Analysis - Outbreak, Health Insurance fraud detection, Campaign & Sales Program Optimization, Patient Care Quality & Program Analysis, Care Management, Medical Device & Pharma Supply Chain Management, Drug Discovery & Development, Patient Engagement, Prescription Adherence & Fulfilment, Healthcare claims fraud, Medicaid & Medicare fraud, Clinical Trail Data Analysis, Supply Chain Management, Claims Fraud, Healthcare Billing Analytics
10	Media & Entertainment	Improved ad targeting, analysis, Forecasting and optimization, Personalized recommendations, Enhanced game player engagement, Increase revenues, Understand real-time customer sentiment, Increase marketing effectiveness, Enhance game player engagement, Increase player retention, Large-scale clickstream analytics for precision targeting, Ad targeting, analysis, forecasting and optimization, Abuse and click-fraud prevention, Social graph analysis and profile segmentation, Campaign management and loyalty programs, Social Graph Analysis
11	Energy and Utility	Asset Inventory Assessment, Periodic Maintenance checks, Service Fulfilment, Data Capture, forecast energy consumption patterns, Improve customer segmentation to tailor service offerings, identify inefficient energy usage
12	Manufacturing	Quality Inspection, Safety, Shop floor Inspections, Store layout Inspection, Assembly Line Quality Assurance, Predictive Maintenance, Supply Chain & Logistics, Monitoring Product Quality through Telemetry Data, Real Time Part Flow Monitoring, Product Configuring Planning, Market Pricing & Planning
13	Supply Chain	Operational efficiency, Customer experience, New business models, Customer Loyalty Management, Strategic Network Planning, Environmental Intelligence, Financial demand and Supply Chain Analytics, Risk Evaluation and Resilience Planning, Consolidated pick-up and delivery, Real-time route optimization, Predictive Network and Capacity Planning
14	Hospitality	Predictive/Reactive Maintenance, Vendor, Task Management, Food safety and Hygiene Checks, Personalized Service, Loyalty Programs, Optimize Offerings
15	Horizontal Use Cases	Sentiment Analysis, Network Analysis, Churn Mitigation, Brand Monitoring, Cross Sell/Up Sell, Loyalty & Promotion Analysis, Web Application Optimization, Marketing Campaign Optimization, Brand Management, Social Media Analysis, Pricing Optimization, Internal Risk Assessment, Customer Behaviour Analysis, Revenue Assurance, Logistics Optimization, Click Stream Analysis, Influencer Analysis, IT Infrastructure Analysis, Legal Discovery, Equipment Analysis, Enterprise Search, 360 Degree View of Customer, Fraud Prevention, Security Intelligence, Operational Efficiency, Recommendation Engines, Preventive Maintenance & Support, IoT