

RubiCube

How is predictive analysis the future of Business Intelligence?



A Case Study by
CI Global and RubiCube

Executive Summary

Business intelligence involves procedures and tools for data collection, storage, analysis, and includes predictive analytics to estimate future outcomes. Predictive analytics in ERP ecosystems transforms raw data into actionable insights, forecasting future trends and improving business intelligence through AI-driven models. This case study explores the benefits of predictive analytics for enhancing decision-making and operational efficiency.

Goals



Forecast future business outcomes.



Enhance data-driven decision-making.



Improve operational efficiency organization-wide.



Boost client retention and address churn



Improve core business capabilities



KYC - Understand your customers better

Challenges



Unstructured data from various system sources.



Manual data cleaning and processing inefficiencies.



Lack of predictive insights from ERP systems.



Difficulty forecasting demand and operational needs.

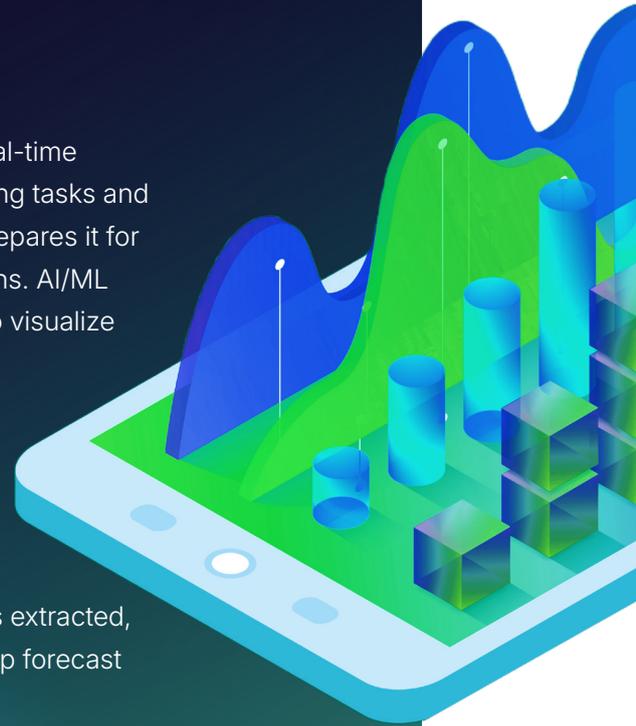
Solution

Integrating predictive analytics with ERP systems provides real-time insights and predictive models for decision-makers, automating tasks and improving data accuracy. Data extracted via ETL protocols prepares it for predictive AI models and analysis without disrupting operations. AI/ML models translate data into business insights, allowing users to visualize growth through charts and graphs.

Implementation

By using AI and machine learning within ERP systems, data is extracted, transformed, and analyzed to build predictive models that help forecast demand, detect outliers, and enhance business operations.

- Forecast Models – Predict future demand
- Classification Models – Categorize customer responses
- Outlier Models – Identify data anomalies
- Time Series Models – Analyze periodic trends
- Clustering Models – Group data subsets
- Automation and Machine Learning – Improve process efficiency



Key Features



Real-time predictive analytics insights.



Automated data cleansing and forecasting.



Integration of AI/ML for deeper analysis.



Custom-built forecasting and reporting tools.

Results

- Improved decision-making through real-time insights.
- Enhanced accuracy in forecasting business demand.
- Reduced manual data processing and reporting.
- Increased operational efficiency and cost savings.
- Optimized supply chain and inventory management.



Conclusion

Predictive analytics is the future of business intelligence, enabling companies to transition from descriptive to forward-looking insights that optimize operations and strategic planning. Integrating AI into ERPs ensures competitive advantage and continuous improvement.

About CI Global

Since 1998, CI Global has been empowering businesses by providing comprehensive technology solutions, including ERP systems, product development, cloud transformation, and mobile app development. Our experienced team is dedicated to driving innovation, ensuring smooth transitions, and delivering projects on time. Whether you're modernizing your infrastructure or developing new software, we help you stay ahead in a rapidly evolving tech landscape.

25+ years of software product engineering | **1500+** product releases | **350+** customers across the world

About RubiCube

RubiCube is a versatile data analytics platform that seamlessly integrates with your existing systems like CRM, POS, and ERP, providing real-time insights and automating processes to resolve business complexities. With RubiCube, businesses can enhance decision-making, predict trends, and drive growth across industries.

