International Journal of Computer Science and Engineering (IJCSE)
ISSN (P): 2278–9960; ISSN (E): 2278–9979
Vol. 13, Issue 2, Jul–Dec 2024; 805–824

International Academy of Science, Engineering and Technology
Connecting Researchers; Nurturing Innovations

AI-AUGMENTED ASSET STRATEGY PLANNING USING PREDICTIVE AND PRESCRIPTIVE ANALYTICS IN THE CLOUD

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ABSTRACT

In the evolving landscape of asset management, organizations increasingly turn to advanced analytics to enhance their asset strategy planning processes. This paper explores the integration of AI-driven predictive and prescriptive analytics within cloud-based environments to optimize asset lifecycle management. By leveraging machine learning models and cloud infrastructure, asset managers can predict potential failures, forecast demand, and identify opportunities for efficiency improvements. Additionally, prescriptive analytics can guide decision-making by suggesting optimal actions based on predictive insights, enhancing the decision-making process and strategic planning. The research examines the benefits of a unified AI-powered system that integrates real-time data, historical trends, and external factors to generate actionable insights. The findings demonstrate how AI-augmented asset strategy planning can drive operational efficiency, reduce costs, and enable more informed decision-making in dynamic asset-heavy industries.

KEYWORDS: *AI, Asset Management, Predictive Analytics, Prescriptive Analytics, Cloud Computing, Machine Learning, Asset Lifecycle, Strategy Planning, Operational Efficiency*

Article History

Received: *02 Nov 2024* **|** ***Revised:*** *10 Nov 2024* **|** ***Accepted:*** *12 Nov 2024*