

# TOP 5 Use Cases Where Streaming Data Needs Real-Time Processing

**VOLT**  
ACTIVE DATA



## Real-Time Analytics for Customer Insights

Streaming data enables businesses to analyze customer behavior in real time, offering immediate insights into preferences, purchase patterns, and user engagement. This helps companies enhance personalization and improve customer satisfaction instantly.

## Fraud Detection and Prevention

Financial institutions and e-commerce platforms rely on streaming data to detect suspicious activity. By analyzing transaction data in real time, they can identify fraudulent behavior and trigger immediate security measures, protecting customers and reducing financial risk.



## Predictive Maintenance in IoT

Manufacturers use streaming data from IoT sensors to monitor machinery and equipment in real time. By tracking operational data in real time, companies can predict equipment failures before they happen, reducing downtime and maintenance costs.



## Smart Traffic Management

Cities and transportation systems utilize streaming data from connected vehicles and sensors to optimize traffic flow in real time. This reduces congestion, improves road safety, and enhances urban mobility by allowing traffic signals and routes to adapt to current conditions.



## Real-Time Ad Targeting and Campaign Optimization

Advertisers use streaming data to optimize digital ad campaigns on the fly. By analyzing user engagement and conversion data as it happens, brands can automatically adjust ad placements, targeting, and messaging to maximize return on investment (ROI) in real time.

