

A STUDY ON UNDERSTANDING BUSINESS ANALYTICS SUCCESS AND IMPACT

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ABSTRACT

Big data and business analytics are currently topics of discussion everywhere. The purpose of this essay is to introduce business analytics for study and instruction.

It starts off by giving a brief summary of the three different forms of analytics. We categorise several types of industry participants and identify numerous analytics industry sectors in order to help the aspiring analytics experts.

After that, it gives a quick overview of a few ongoing research initiatives carried out by our team. We also mention a few Big Data analytics research possibilities. The report also discusses analytics teaching prospects as it comes to a close.

Business analytics is thought to be a significant boon for businesses since it offers timely insights into the competition, streamlines business operations, and creates chances for innovation and growth.

Several strategic questions, such as how to operationalize business analytics to deliver the maximum value, arise as firms start their business analytics programmes. Current research on information systems (IS) has concentrated on describing the function of business analytics and the necessity for business analytics.

Understanding the theoretical and practical success aspects associated with the operationalization of business analytics, however, has received very little attention. By experimentally investigating business, this study's main goal is to close that gap in the literature on information systems. examining the effects of business analytics on firms and the success factors for analytics. We got significant insights into the drivers of business analytics performance and their effects through a qualitative study. Our research provides information and aids in forming potential theoretical and practical applications of enterprise analytics

KEYWORDS: *streamlines business operations, information systems (IS), Data analytic*

