Advancing Business Intelligence with SAP Analytics: A Comprehensive Analysis

Govinda Rao Banothu

Senior Manager - SAP Analytics, NJ, USA

Abstract*: SAP Analytics is a cutting-edge suite of tools enabling data-driven decision-making for modern enterprises. This paper explores SAP Analytics comprehensively, emphasizing its core features, integration with enterprise resource planning (ERP) systems, predictive analytics capabilities, and its role in diverse industries. Drawing on an extensive review of recent literature, case studies, and industry examples, the article also highlights implementation challenges and presents strategies to address them. Emerging trends such as artificial intelligence (AI), Internet of Things (IoT) integration, and blockchain applications in analytics are discussed to provide a forward-looking perspective. This paper is intended as a resource for business professionals, analysts, and researchers seeking to maximize the value of SAP Analytics*

Keywords: SAP Analytics, Business Intelligence (BI), Predictive Analytics, SAP S/4HANA, Data Integration, AI, IoT, Blockchain