IJARSCT
ISSN (Online) 2581-9429
International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)
Volume 2, Issue 1, November 2022
Impact Factor: 6.252

The Role of Business Analytics for Enhancing Organizational Performance

Mr. Harshal Patil[1] and Dr. Abhay Kulkarni[2]
Research Scholar, Savitribai Phule Pune University, Pune, Maharashtra, India[1]
Research Guide and Director[2]
Institute of Industrial and Computer Management and Research, Pune, Maharashtra, India[2]

Abstract: *Business analytics has turned out as the key factor that is helping companies find new ways to do things. Business Analytics tools can be used to improve a company's services and products. There are many things we don't know about how business analytics affects an organization's ability to come up with new ideas. Business leaders can predict trends, increase performance, see key performance metrics, as well as find business opportunities by running business analytics (BA) projects in their companies. The way the study is done involves business analytics, a culture that is driven by data, innovation, as well as a competitive edge. This inquiry was based on Sciencedirect.com and other open databases. We picked the following databases because they're well-known and used by academics worldwide. Step by step, we finished. This study analyzed BA, BI, and BD studies from 2017 to 2020. Every counted publication had one of three essential words in its abstract, title, or body. Final results were sorted by topic, type of material, discipline, number of times key terms appeared in each publication, and database type. The following sections detail our findings. The paper gives a review of the literature on business analytics depending on the references found in different places. After secondary research data, business analytics is a key part of reengineering and reviving business processes. This paper will help organization to revisit, rethink on their present business processes.*

Keywords: Business Analytics, Data culture, Organizational performance

REFERENCES

[1]. Abbott, D. (2017). Applied Predictive Analytics: Principles and Techniques for the Professional Data Analyst,
[2]. Wiley. Basu, A. (2013). Five Pillars of Prescriptive Analytics Success, Analytics Magazine, March-April, 8-12.
[3]. Corrigan, D. (2012). Big Data: Achieving Competitive Advantage through Analytics, Retrieved January 8, 2015, from https://www-950.ibm.com/events/wwe/grp/grp037.nsf/vLookupPDFs/Calgary_Keynote_David_Corrigan-v1/$file/Calgary_Keynote_David_Corrigan-v1.pdf Davenport,
[4]. H.T. (2006). Competing on Analytics, Harvard Business Review, 2-11.
[5]. Davenport, H. T., & Dyche, J. (2013). (BD)in Big Companies, Retrieved January 5, 2015 from http://www.sas.com/ resources /asset/Big-Data-in-Big-Companies.pdf
[6]. Gandomi, A & Haider, M. (2015). Beyond the hype: (BD)concepts, methods, and analytics, International Journal of Information Management, 35(2), 137-144.
[7]. Gartner. (2011). Gartner Says Solving 'Big Data' Challenge Involves More Than Just Managing Volumes of Data, Retrieved January 8, 2015, from http://www.gartner.com/newsroom/id/1731916
[8]. Gartner IT Glossary (n.d.), Predictive Modeling, Retrieved January 10, 2015, from http://www.gartner.com/it-glossary/predictive-modeling.
[9]. Hagen, C., Cioba, M., Wall, D., Yadav, A., Khan, H., Miller, J., & Evans, H. (2013). (BD)and Creative Destruction of Today's Business Models, Retrieved January 5, 2015 from ww.atkearney.com/strategic-it/ideas-insights/article/-/asset_publisher/LCcgOeS4t85g/content/big-data-and-the-creative-destruction-of-today-s-business-models/10192 IBM. (2012).
[10]. Analytics: The real-world use of big data: How innovative enterprises extract value from uncertain data.

IJARSCT
ISSN (Online) 2581-9429
International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)
Volume 2, Issue 1, November 2022
Impact Factor: 6.252

IBM. (2013). Descriptive, predictive, prescriptive: Transforming asset and facilities management with analytics, Retrieved January 10, 2015, from http://www-01.ibm.com/common/ssi/cgi-bin/ssialias?infotype= SA&subtype= WH&htmlfid=TIW14162USEN#loaded

[11]. Laney, D. (2001). 3D Data Management: Data Controlling Volume, Velocity and Variety Retrieved January 8, 2015, from http://blogs.gartner.com/doug-laney/files/2012/01/ad949-3D-Data-Management-Controlling-Data-Volume-Velocity-and-Variety.pdf Lustig, I.,

[12]. Dietrich, B., Johnson, C., & Dziekan, C. (2010). The Analytics Journey, Analytics Magazine, November/December, 11-18.

[13]. Manyika, J. Chui M., Brown B., Bughin, J., Dobbs, R., Roxburgh, C., Hung Byers, H. A. (2011). Retrieved January 2, 1015, from http://www.mckinsey.com/insights/business_technology/big_data_the_next_ frontier_for_innovation

[14]. Normandeau, K. (2013). Beyond Volume, Variety and Velocity is the Issue of (BD)Veracity, Retrieved January 7, 2015 from http://insidebigdata.com/2013/09/12/beyond-volume-variety-velocity-issue-big-data-veracity.

[15]. SAS-a, Data Visualization: Making (BD)Approachable and Valuable, Retrieved January 3, 2015 from www.sas.com/.../sas-data-visualization-marketpulse-106176. SAS-b, (2011).

[16]. The Current State of (BA): Where Do We Go From Here? Retrieved January 3, 2015 from http://www.sas.com/resources/asset/busanalyticsstudy_wp_08232011.pdf SAS-c, (2013). Assessing Your (BA) Initiatives: Eight Metrics That Matter, Retrieved January 5, 2015 from http://www.enterpriseittools.com/sas/Assessing_your_business_analytics_initiatives.pdf

[17]. Schlegel, K. (2011). Key Issues for Analytics, (BI) and Performance Management. Stamford, CT:

[18]. Gartner Research.Siegel, E. (2013). Predictive Analytics: The Power to Predict Who Will Click, Buy, Lie, or Die.

[19]. Wiley, 2013. Sircar, S. (2009). (BI) in the Business Curriculum, Communications the Association for Information Systems, 24(1), pp.289-302

[20]. Tan, H.K., Zhan, Y.Y., J, Guojun, Ye, F., & Chang, C., (2015). Harvesting (BD)to Enhance Supply Chain Innovation Capabilities: An Analytic Infrastructure Based on Deduction Graph, International Journal of Production Economics.

[21]. Watson, H. J. (2009). Tutorial: (BI)–past, present, and future. Communications of the Association for Information Systems, 25(1),39.

[22]. Wicom, B., Ariyachandra, T., Goul, M., Gray, P., Kulkarni, U., & Phillips-Wren, G. (2011). The Current State of (BI) in Academia. Communications of the Association for Information Systems, 29(16), 299–312.