# The Role of Data Analytics in Strategic Decision Making

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**Abstract.** This article examines the transformative impact of data analytics on strategic decision making in organizations. It highlights how data-driven insights can enhance decision quality and organizational performance. By analyzing case studies and survey data, the research demonstrates the benefits of integrating data analytics into strategic planning processes. The findings provide a roadmap for organizations aiming to leverage data for competitive advantage.

**Keywords:** Data Analytics, Strategic Decision Making, Big Data, Organizational Performance, Data-Driven Strategies

## Introduction

In the era of big data, organizations are increasingly turning to data analytics to inform strategic decision making. This paper explores the role of data analytics in enhancing decision quality and organizational performance, offering insights into how data-driven strategies can be effectively implemented. Through case studies and empirical research, the study illustrates the transformative potential of data analytics when integrated into strategic planning. The findings provide a valuable roadmap for organizations seeking to harness data for competitive advantage.



### References

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