Harnessing Big Data for Strategic Decision-Making

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Abstract. Big data analytics is transforming strategic decision-making processes within organizations. This article examines how big data can be leveraged to enhance strategic insights and inform decision-making. By exploring case studies and industry trends, we outline the benefits and challenges associated with integrating big data into strategic management. The study provides practical recommendations for organizations looking to harness the power of big data to drive business success.

Keywords: Big Data, Strategic Decision-Making, Data Analytics, Business Success, Data-Driven Insights

Introduction

The advent of big data analytics has revolutionized strategic decision-making processes within organizations. As businesses increasingly rely on data-driven insights, the ability to harness big data has become a critical competitive advantage. This article examines how big data can be leveraged to enhance strategic insights and inform decision-making, exploring case studies and industry trends. We outline the benefits and challenges associated with integrating big data into strategic management, providing practical recommendations for organizations looking to harness its power. The study underscores the importance of data literacy and technological infrastructure in successfully implementing big data initiatives.

References

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