

Application of Business Analytics in the Realm of Corporate World

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ABSTRACT: *Business analytics encompasses a range of disciplines and technologies aimed at solving business problems through data analysis, statistical models, and quantitative techniques. In today's dynamic market, data has become a valuable resource. Professionals across industries collect, analyze, and interpret data to inform decisions and enhance organizational performance. In the corporate sector, data is leveraged through AI and machine learning for tasks such as data visualization in financial reporting, performance analysis, trend forecasting, and predictive modelling. Analytics provide firms with competitive advantages by understanding consumer behavior and mining data patterns. The primary categories of business analytics include descriptive, diagnostic, predictive, and prescriptive analytics. These methodologies enable firms to better understand market dynamics, track and report on events, improve products and services, retain customers, and optimize user experiences. Effectively applying business analytics not only enables firms to solve problems efficiently but also provides them with a competitive edge in the ever evolving corporate landscape.*

KEY WORD: *Business analytics, Corporate world, Data analysis, Statistical models, Quantitative techniques, Decision-making, AI, Machine learning, Data visualization, Financial reporting*

I. INTRODUCTION AND LITERATURE REVIEW

In the corporate world, harnessing the power of data has become imperative staying competitive. Business analytics history starts from the early 19th century, Henry Ford inspired by Frederick Taylor's scientific management system this was done by manually plotting graphs using statistical methods and manually recording data. In today's fast-paced corporate landscape, Business analytics serves as the cornerstone for informed decision-making, driving growth, and maximizing efficiency across all sectors. From identifying market trends to optimizing operational processes, the strategic utilization of analytics empowers organizations to unlock hidden insights and capitalize untapped opportunities recent trends of corporate world business intelligence and analytics era of cloud computing and extensive use of AI or automation and machine learning play a vital role. This introduction will delve into the transformative role of business analytics in the corporate world, exploring its significance, application and impact on organizational success. We will navigate through real world examples and industry best practices, highlighting how forward thinking companies leverage analytics to navigate complexities, mitigate risks and drive sustainable growth in an ever-evolving business environment. Join us on a journey to discover how embracing business analytics can propel organization in the corporate world towards achieving its goals, fostering innovation and gaining a competitive edge in today's dynamic market place.

Business analytics history starts from the early 19's century, Henry Ford who was the founder of Ford motor company inspired by Frederick Taylor's scientific management system. Business analytics and business visualization have been used throughout history without the support of computers and software. This was done by manually plotting graphs using statistical methods and manually recording data. In 1956, IBM It is one of the world's largest technology companies and a leading provider of computer hardware, software, cloud computing, artificial intelligence, and consulting services.

Emergence of Computers (1960s-1970s):

The advent of computers enabled the automation of data processing and analysis. Mainframe computers were used for basic data storage, 2retrieval, and processing. Decision support systems (DSS) began to emerge, providing tools for analyzing structured data.

Spreadsheet Era (1980s-1990s):

The introduction of spreadsheet software like Lotus 1-2-3 and Microsoft Excel revolutionized data analysis for businesses. Decision-makers could perform more complex calculations and analysis with ease. However, analysis was still limited by the capacity of individual computers and the availability of data.

Data Warehousing and Business Intelligence (1990s-2000s):

The focus shifted towards collecting and storing data in centralized data warehouses. Business Intelligence (BI) tools emerged, allowing for the extraction, transformation, and visualization of data. Data mining techniques were employed to uncover hidden patterns and insights within large datasets.

Big Data and Advanced Analytics (2010s-Present):

The proliferation of digital technologies, social media, and IOT devices led to an explosion of data volume, variety, and velocity, giving rise to the concept of "big data." Advanced analytics techniques such as predictive analytics, machine learning, and artificial intelligence became more accessible and widespread. Cloud computing and distributed computing frameworks like Hadoop and Spark enabled the processing and analysis of large-scale datasets. Businesses began leveraging real-time data analytics for faster decision-making and gaining a competitive edge.

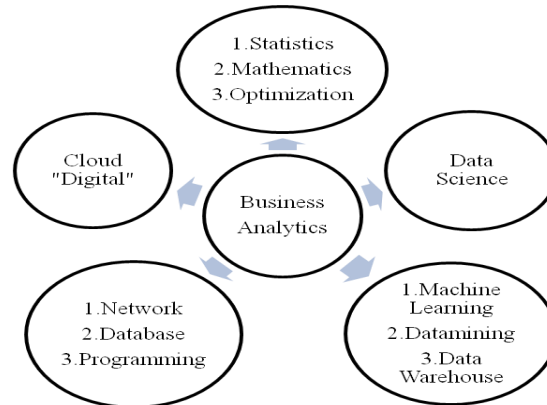
Integrated Analytics and AI (Present and Future):

There's a growing emphasis on integrating analytics into all aspects of business operations, from marketing and sales to supply chain management and customer service. AI-powered analytics tools are increasingly being used to automate repetitive tasks, generate actionable insights, and drive business outcomes. The focus is shifting towards not just analyzing historical data but also predicting future trends and outcomes through prescriptive analytics.

UNVEILING THE POWER OF BUSINESS ANALYTICS IN THE CORPORATE WORLD:

Think of business analytics as the Sherlock Holmes of the corporate world. It's all about digging deep into data to uncover hidden patterns, trends, and insights that help businesses make smarter decisions. Just like Holmes unravels mysteries with clues, business analysts use data to solve complex business problems, optimize operations, predict future trends, and ultimately drive growth and profitability. So, in essence, business analytics is like having a detective on your team, helping you crack the case of success in the corporate world. In the corporate landscape, business analytics acts as a strategic compass, guiding organizations through the maze of data to find the most effective routes for success. It empowers decision-makers with actionable insights derived from a plethora of data sources, including sales figures, customer behavior, market trends, and operational metrics. By harnessing the power of advanced analytical techniques such as predictive modelling, machine learning, and data visualization, businesses gain a competitive edge by anticipating market shifts, optimizing resources, and uncovering untapped opportunities. Business analytics isn't just about crunching numbers; it's about illuminating the path forward, enabling companies to navigate uncertainty with confidence and clarity in a rapidly evolving marketplace.

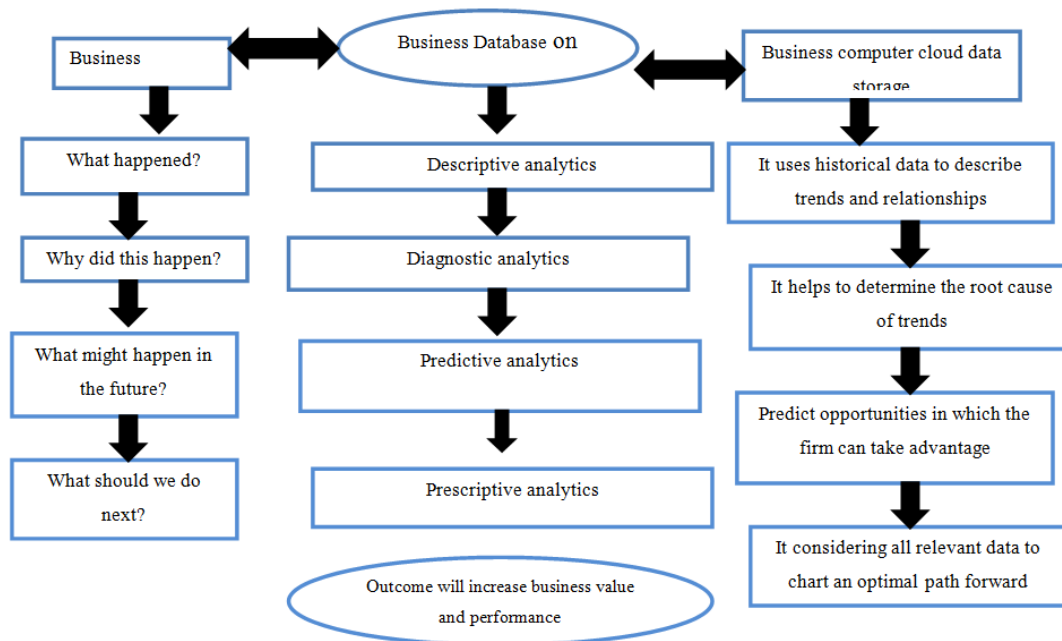
II. RELATIONSHIPS OF BUSINESS ANALYTICS, DATA SCIENCE, CLOUD COMPUTING IN CORPORATE BUSINESS



Data science provides the analytical techniques and methodologies to extract insights from data cloud computing offers the infrastructure and resource to store, process and analyze large volumes of data efficiently. Business analytics utilize the outputs of data science and cloud computing to generate actionable insights that drive business value and competitive advantage.

Together, these three components form a symbiotic relationship, enabling organizations to harness the power of data to gain insights optimize operations and make informed decisions in today's data - driven business landscape.

II. INCREASING CORPORATE EFFICIENCY THROUGH THE INTEGRATION OF CLASSIFICATION AND BUSINESS ANALYTICS PROCESS



DESCRIPTIVE ANALYTICS: Descriptive analytics is the process of parsing historical data to better understand the changes that occur in a business.

WAYS OF DESCRIPTIVE ANALYTICS: Measures of frequency, Measures of central tendency, Measures of dispersion, Measures of position

II. DIAGNOSTIC ANALYTICS: Data analysts use diverse techniques and tools to identify patterns, trends and connections to explain why certain events occurred.

WAYS OF DIAGNOSTIC ANALYTICS: Hypothesis Testing, Regression analytics, Cohort analytics

TOOLS: Python, Tableau, Microsoft Excel, and SAS

III. PREDICTIVE ANALYTICS: Predictive analytics is the process of using data to forecast future comes.

THERE ARE THREE COMMON TECHNIQUES: Decision tree, neural networks, Regression

IV. PRESCRIPTIVE ANALYTICS: It is a form of data analytics that helps businesses make better and more informed decisions its goal is to help answer questions about what should be done to make something happen in the future.

COMMON TECHNIQUES: Optimization, Simulation, Game theory, Decision analysis method.

V. APPLICATION OF BUSINESS ANALYTICS IN VARIOUS CORPORATE SECTORS

E-COMMERCE SECTORS:

APPLICATION OF DESCRIPTIVE ANALYTICS IN E-COMMERCE: E-commerce companies use descriptive analytics to analyze sales data, website traffic, customer demographics and product performance.

APPLICATION OF DIAGNOSTIC ANALYTICS IN E-COMMERCE: Diagnostic analytics might reveal that a decrease in sales is correlated with a recent change in website layout or an increase in customer complaints about shipping times. This helps to pinpoint the root cause of issues and opportunities for improvement.

APPLICATION OF PREDICTIVE ANALYTICS IN E-COMMERCE: Predictive analytics might forecast which products are likely to sell well during certain seasons or which customers are most likely to churn. This helps business make proactive decisions to optimize inventory management, marketing strategies and customer retention efforts.

APPLICATION OF PRESCRIPTIVE ANALYTICS IN E-COMMERCE: Prescriptive analytics might recommend personalized marketing campaigns based on individual customer preferences or suggest adjustments to pricing strategies to maximize profitability that drive growth and enhance competitiveness.

IT SECTORS:

APPLICATION OF DESCRIPTIVE ANALYTICS IN IT SECTORS: It tells us what happened in the past in IT systems, like how much data was transferred or how many user accesses a website. **APPLICATION OF DIAGNOSTIC ANALYTICS IN IT SECTORS:** It is pinpointing the cause of a system crash or a sudden spike in network traffic.

APPLICATION OF PREDICTIVE ANALYTICS IN IT SECTORS: It forecasts future IT events, like predicting when a server might fail or when a Cyber Security breach could occur based on historical data.

APPLICATION OF PRESCRIPTIVE ANALYTICS IN IT SECTORS: It recommends actions to improve IT performance or prevent problems, like suggesting software updates to enhance security or reallocating resources for better efficiency.

APPLICATION OF BUSINESS ANALYTICS IN IT SECTORS: Business analytics in the IT sector helps companies make data-driven decisions, optimize processes, and improve efficiency. It involves analyzing data to gain insights into customer behavior, market trends, and operational performance. This can lead to better resource allocation, enhanced customer satisfaction, and strategic planning for future growth.

HEALTHCARE SECTORS:

APPLICATION OF BUSINESS ANALYTICS IN HEALTHCARE SECTORS: Business analytics in healthcare sectors denotes using data to make health care operations run better. It helps hospitals and clinics save money, improve patient care, and make smarter decisions about things like staffing, finances and treatment plans.

APPLICATION OF DESCRIPTIVE ANALYTICS IN HEALTHCARE SECTORS: It helps to identify how many patients visited a clinic or what treatments were most common.

APPLICATION OF DIAGNOSTIC ANALYTICS IN HEALTHCARE SECTORS: Such as figuring out why certain patients had better outcomes than others or why there was a sudden increase in hospital admissions.

APPLICATION OF PREDICTIVE ANALYTICS IN HEALTHCARE SECTORS: Predictive analytics forecasts future health care events, like predicting which patients are at risk of developing certain diseases or when a hospital might experience a surge in emergency room.

APPLICATION OF PRESCRIPTIVE ANALYTICS IN HEALTHCARE SECTORS: Prescriptive analytics recommends actions to improve health care, such as suggesting personalized treatment plans for patients based on their medical history and genetic makeup or optimizes hospital resource allocation reduce wait times and improve patient care.

ENERGY SECTORS:

APPLICATION OF BUSINESS ANALYTICS IN ENERGY SECTORS: Business analytics in energy sectors, Involves using data analysis to predict energy demand, optimize supply chains, monitor asset performance, manage risks, understand customer behavior, integrate renewable energy, track carbon emissions, and improve financial performance within the energy industry.

APPLICATION OF DESCRIPTIVE ANALYTICS IN ENERGY SECTORS: Analysing past energy consumption patterns to identify trends or studying historical maintenance records to understand equipment failures

APPLICATION OF DIAGNOSTIC ANALYTICS IN ENERGY SECTORS: Investigating the factors that led to a decrease in energy production or analyzing the cause of inefficiency in the supply chain.

APPLICATION OF PREDICTIVE ANALYTICS IN ENERGY SECTORS: Predicting future energy demand based on past consumption patterns or forecasting equipment failures before they occur based on maintenance data.

APPLICATION OF PRESCRIPTIVE ANALYTICS IN ENERGY SECTORS: Recommending changes to energy production schedules to minimize costs or suggesting maintenance strategies to maximize equipment reliability and efficiency.

AUTOMOTIVE SECTORS:

APPLICATION OF BUSINESS ANALYTICS IN AUTOMOTIVE SECTORS: In the automotive sector, business analytics is used to analyze data from various sources such as vehicle sensors, customer feedback, and market trends. This helps companies optimize manufacturing processes, forecast demand for vehicles, improve supply chain efficiency, and enhance customer experiences. By leveraging data analytics, automotive companies can make informed decisions to drive innovation, reduce costs, and stay competitive in the market.

APPLICATION OF DESCRIPTIVE ANALYTICS IN AUTOMOTIVE SECTORS: Looking at the past data to understand what happened, like which car models sold the most last year.

APPLICATION OF DIAGNOSTIC ANALYTICS IN AUTOMOTIVE SECTORS: Investigating why things happened, such as analyzing warranty claims to find out why certain car parts failed.

APPLICATION OF PREDICTIVE ANALYTICS IN AUTOMOTIVE SECTORS: Using historical data to predict future trends, like forecasting demand for electric vehicles based on market trends

APPLICATION OF PRESCRIPTIVE ANALYTICS IN AUTOMOTIVE SECTORS: Recommending actions to improve outcomes, such as suggesting changes in manufacturing processes to reduce defects based on predictive maintenance data.

FINANCIAL SECTORS:

APPLICATION OF BUSINESS ANALYTICS IN FINANCIAL SECTORS: Banks, investment firms, insurance companies and other financial institutions, business analytics plays a crucial role in understanding customer preferences, managing risks, detecting fraud, making informed investment decisions, monitoring performance,

and ensuring regulatory compliance. this data - driven approach not only enhance s operational efficiency and profitability but also fosters trust and confidence among customers and stakeholders.

APPLICATION OF DESCRIPTIVE ANALYTICS IN FINANCIAL SECTORS: Descriptive analytics analyzing sales figures or transaction volumes by analyzing historical financial data.

APPLICATION OF DIAGNOSTIC ANALYTICS IN FINANCIAL SECTORS: Investigating the reasons behind past financial events or trends, such as identifying factors that contributed to a decrease in profits or an increase in expenses.

APPLICATION OF PREDICTIVE ANALYTICS IN FINANCIAL SECTORS: Using statistical models and algorithms to forecast future financial outcomes, like predicting Market trends, customer behavior or investment returns based on historical data.

APPLICATION OF PRESCRIPTIVE ANALYTICS IN FINANCIAL SECTORS: Recommending specific actions or strategies to optimize financial performance mitigate risks or capitalize on opportunities, based on predictive insights and business objectives.

1.4 Findings

1. Data analysis reveals that companies leveraging descriptive analytics to understand past performance can identify patterns and trends, aiding in strategic decision-making.
2. Statistical models applied to customer data demonstrate a correlation between certain demographic factors and purchasing behavior, informing targeted marketing strategies.
3. Predictive analytics forecasts indicate potential future market trends, allowing businesses to proactively adjust strategies and capitalize on emerging opportunities.

Through prescriptive analytics, businesses identify optimal courses of action to improve operational efficiency and maximize profits, based on data-driven recommendations.

Interpretations

1. Findings from descriptive analytics highlight historical performance trends, enabling organizations to identify areas of strength and weakness for strategic improvement.
2. Discovering correlations between customer demographics and purchasing behavior through statistical models enables businesses to tailor marketing efforts for higher engagement and conversion rates.
3. Utilizing predictive analytics enables businesses to anticipate market shifts and adapt strategies accordingly, gaining a competitive advantage in dynamic market environments.
4. Implementing prescriptive analytics recommendations allows companies to make informed decisions that optimize resources, enhance productivity, and drive profitability.

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