

# INTRODUCTION TO BUSINESS ANALYTICS

## STUDY GUIDE

### Business Analytics:

It is the set of methods and technologies used by businesses to access and analyse data, solve business problems, and make efficient business decisions.

### It is a 7-step process:

1. Identifying the problem
2. Exploring data
3. Analysis
4. Prediction of the consequences
5. Optimization of data
6. Making decisions and weighing the outcomes
7. Updating the system with the decision results

### Importance of Business Analytics:

1. Make faster, data-driven informed decisions.
2. Automating the decision-making process
3. Improve their performance.
4. Enhances customer retention and experience.
5. Minimizes Risk
6. Enables organizations to enhance their Return on Investment

# Study Guide Business An Introduction

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**Study Guide Business An Introduction:**

## **Study Guide Business An Introduction** Book Review: Unveiling the Power of Words

In a global driven by information and connectivity, the ability of words has become more evident than ever. They have the ability to inspire, provoke, and ignite change. Such could be the essence of the book **Study Guide Business An Introduction**, a literary masterpiece that delves deep in to the significance of words and their affect our lives. Compiled by a renowned author, this captivating work takes readers on a transformative journey, unraveling the secrets and potential behind every word. In this review, we shall explore the book is key themes, examine its writing style, and analyze its overall impact on readers.

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