

Factors Affecting the Successful Application of Business Analytics

T Vennela³, S Murali Karthik¹, Samuel Johnson Israel K², UM Gopal Krishna² and Madhusmita Mohanty² and Shruthi M³

¹VIT – AP School of Computer Science & Engineering, VIT – AP University, Andhra Pradesh, India.

²VIT – AP School of Business, VIT – AP University, Andhra Pradesh, India.

³Sumathi Reddy Institute of Technology for Women, Warangal, Telangana, India.

vennela.t@gmail.com

Abstract: “Information is the oil of 21st century, and analytics is the combustion engine” – Peter Sondergaard. The purpose of this study is to understand the issues faced by retail organizations when implementing Business Analytics and to investigate the factors influencing BA adoption in Indian firms. The study is based on the technology, organization, environment combined with the perceived benefits of adoption of Business Analytics. We have identified a more interesting proportion of additional factors to ensure how organizations can maximize the benefits derived from BA and traditional TOE factors that could potentially have different impacts than those identified in this study by examining the factors, influencing BA adoption Company. Some of the key factors validated by this study are perceived benefits, organizational data environment, technological resources and competitive pressures. The study finds that data quality and people skills with BA skills are specific challenges for companies in India. The results of this study may be helpful for organizations to further develop their BA practices to differentiate themselves from the competition. This thesis is among the few of India's first research addressing different elements on the grounds of BA benefits and its implementation and usage. This thesis and the few others on BA adoption in India may be utilized in meta-analysis to increase the BA adoption practices particular to India and similar developing countries. The theoretical version in this thesis may be of use to the corporations trying to apply BA of their enterprise process, as it is able to act as steerage for growing an operational plan for BA adoption.

Keywords: Organizational readiness, Organizational data environment, Perceived cost

INTRODUCTION

It's the process of turning raw data into actionable insights so that business decisions can be made more effectively. A number of tools, including data management and visualisation, predictive modelling, data mining, forecasting simulation, and optimization, are utilised in the process of gleaning insights from data.

Types:

Descriptive analytics
Diagnostic analytics
Predictive analytics
Prescriptive analytics