

# Unlocking the Power of Data Analytics: A Comprehensive Study on Types of Data Analytics for Effective Decision - Making

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**Abstract:** *Big Data helps an organization identify new opportunities. A business that uses big data leads to more efficient business operations and higher profit margins. Today the organization has found itself the newer and more efficient way of conducting business .data analytics really empowers the business by analyzing the data much faster. Today, business decisions are improved with the use of data analytics. Types of data analytics play a significant role in transforming complex raw data into an informative one. All types of data analytics are important for an organization to stay ahead of its competitors. Thus, the present study aims at understanding the different types of data analytics for improved business decision-making*

**Keywords:** data analytics, decision-making, raw data, business

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