## **IJARSCT**



International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)

International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal

Volume 4, Issue 2, October 2024

## Leveraging SAP Analytics Cloud for Data-Driven Decision Making in Modern Enterprises

## Govinda Rao Banothu

SAP Analytics Cloud Technical Specialist, Fusion Plus Solutions Inc. govindaraob@gmail.com

**Abstract:** In today's fast-paced business environment, organizations are increasingly relying on data analytics to make informed decisions. SAP Analytics Cloud (SAC) has emerged as a leading solution for integrating data from various sources, visualizing trends, and driving data-driven decisions. This paper examines the functionalities of SAC, its impact on decision-making processes, and how enterprises use it to gain a competitive edge. Key features such as predictive analytics, machine learning, and real-time data processing are discussed. The paper also includes case studies that illustrate the practical application of SAC in enterprise environments.

DOI: 10.48175/IJARSCT-19803

Keywords: SAP Analytics Cloud

