IJARSCT
ISSN (Online) 2581-9429
International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)
International Open-Access, Double-Blind, Peer-Reviewed, Refereed, Multidisciplinary Online Journal
Impact Factor: 7.67
Volume 5, Issue 3, February 2025

A Study on Data-Driven Decision-Making Practices at Infocepts Pvt. Ltd., Nagpur

Mr. Gaurav P. Kuratkar[1] and Dr. Deepak Kapghate[2]
Tulsiramji Gaikwad Patil College of Engineering and Technology Nagpur, India[1,2]
gauravkuratkar1234@gmail.com and deepak.it@tgpcet.com

Abstract: *This study explores how Infocepts Pvt. Ltd., a Nagpur-based organization, applies data-driven decision-making (DDDM) to enhance its business processes. The research examines how the company integrates data analytics, business intelligence tools, and advanced technologies to improve decision-making across key departments, including marketing, finance, and operations. By conducting interviews with employees and gathering insights from key stakeholders, the study evaluates both the benefits and challenges associated with implementing data-driven strategies. Additionally, the research investigates the impact of DDDM on organizational efficiency, resource optimization, and business performance. It delves into how technologies such as artificial intelligence (AI) and machine learning (ML) assist in analysing complex datasets, enabling better strategic planning. These technologies help streamline operations, improve accuracy in forecasting, and enhance overall decision-making capabilities. The findings suggest that while the adoption of DDDM has led to significant improvements in business operations and competitive advantage, there is still room for optimization. Some of the challenges identified include data management complexities, the need for continuous skill development, and potential resistance to change within the organization. To address these challenges, the study provides actionable recommendations for Infocepts to further refine its data-driven approaches. These suggestions include investing in employee training programs, adopting more advanced analytics tools, and fostering a data-driven culture across all levels of the organization. By implementing these improvements, Infocepts can further enhance its decision-making processes, drive operational efficiency, and sustain long-term business growth.*

Keywords: Data-driven decision-making, Business intelligence, Data analytics, Organizational efficiency, Machine learning

DOI: 10.48175/IJARSCT-23445
ISSN 2581-9429 IJARSCT