

# An Evaluation of Financial Analytics and Business Intelligence

**Dr. K. Baranidharan<sup>1</sup>, Praveena C R<sup>2</sup>, Renuga K P<sup>3</sup>, Rama Lekshmi K<sup>4</sup>,  
Susmitha Devi P<sup>5</sup>, Ponselvi Muthukumar<sup>6</sup>**  
Professor, Department of Management Studies<sup>2</sup>  
First Year Management Studies<sup>2,3,4,5,6</sup>  
Sri Sai Ram Institute of Technology, Chennai, India

**Abstract:** *Companies in today's fast-paced business world depend significantly on data-driven decisions to stay ahead of the competition. Financial analytics and business intelligence (BI) have become indispensable resources for bettering financial results, operational effectiveness, and strategic planning. Business intelligence (BI) and financial analytics are the subjects of this research, which explores their significance, essential features, and influence on modern companies. Data quality, integration complexity, and the need for competent people are some of the obstacles that businesses face when trying to successfully adopt these solutions. Organizations can improve their data-driven decision-making and long-term growth prospects by familiarizing themselves with these dynamics*

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