

# Digital Transformation and Business Growth

**Riddhi Dholu and Prof. Surekha Gaikwad**

MIT Arts, Commerce & Science, College, Alandi, Pune

**Abstract:** *Digital transformation has become a key driver of business growth, reshaping industries and redefining competitive advantage. This paper explores the impact of digital technologies—such as artificial intelligence (AI), cloud computing, big data, and automation—on business expansion, operational efficiency, and customer experience. It examines how companies adopt digital transformation strategies, the challenges they face, and the measurable outcomes of digitalization on business performance. The study also highlights case studies of successful digital transformation and offers recommendations for businesses seeking sustainable growth through digital innovation.*

**Keywords:** Digital transformation