

Big Data Analytics for Competitive Advantage

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Abstract: *Big Data Analytics (BDA) has emerged as a critical tool for businesses seeking to gain a competitive advantage in an increasingly data-driven world. This research explores the role of BDA in enhancing business decision-making, optimizing operations, and improving customer insights. The study is based on primary data collected from respondents through a structured survey, analyzing their awareness, perceptions, and insights on BDA experience improved efficiency, better strategic decision making, and enhanced market positioning. However, challenges such as data privacy concerns, integration complexities, and lack of skilled professionals hinder widespread adoption. The study highlights the growing relevance of BDA in shaping business strategies and provides recommendations for organizations to maximize its benefits. Future research can explore industry-specific BDA applications and emerging trends in artificial intelligence and machine learning integration.*

Keywords: Big Data Analytics, Competitive Advantage, Business Strategy, Data-Driven Decision Making, Industry Adoption

