Role of Digital Media Analytics in Strategic Business Decision-Making: A Scientific Approach

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Abstract: *The rapid expansion of digital platforms has generated vast volumes of structured and unstructured data, creating new opportunities for evidence-based managerial decision-making. This study examines the role of digital media analytics in strategic business decision-making from a scientific and data-driven perspective. It analyses how tools such as big data analytics, artificial intelligence, machine learning, and sentiment analysis convert digital interactions into actionable business intelligence. The research evaluates the impact of digital metrics—engagement rate, reach, conversion ratio, and consumer sentiment—on strategic functions including marketing planning, product development, risk assessment, and competitive positioning. Adopting a quantitative research design, the study proposes statistical modelling and predictive analytics to measure the relationship between digital media insights and organizational performance. The findings aim to establish digital media analytics as a scientific management instrument that enhances accuracy, reduces uncertainty, and strengthens long-term strategic planning in contemporary commercial enterprises.*

Keywords: Digital Media Analytics, Strategic Decision-Making, Data-Driven Management

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