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BUSINESS ANALYTICS AND DECISION MAKING

Business analytics is an evolution of a practice that in the early 1970s was called decision support systems (DSS)5 However, in some organisations, business analytics is used interchangeably with business is often seen as a subset of BI) Other terms also Business ...

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related to business analytics implementation, while several others (Computerworld, 2009; Goodnight, 2015; Harvard Business Review Analytics Report, 2012) have covered the consequences of business analytics However, there is a lack of a unified model of business analytics success factors

and business analytics ...

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