# The Role of Big Data in Decision Making

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**Abstract.** This article explores the transformative role of big data in managerial decision-making processes. It discusses how data-driven insights can enhance strategic planning, operational efficiency, and competitive advantage. By reviewing current trends and technologies, the article provides practical guidance for managers looking to leverage big data for informed decision making.

**Keywords:** Big Data, Decision Making, Data Analytics, Strategic Planning, Operational Efficiency

## Introduction

In the era of information overload, big data has emerged as a pivotal tool for enhancing decision-making processes within organizations. This article examines the transformative role of big data in managerial decision making, highlighting how data-driven insights can inform strategic planning, improve operational efficiency, and provide a competitive edge. By analyzing current trends and technologies in data analytics, the article offers practical guidance for managers seeking to leverage big data to make informed decisions. The integration of big data into decision-making processes is crucial for organizations aiming to thrive in a data-centric world.



## References

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