

BUSINESS INTELLIGENCE AND ANALYTICS: A SURVEY

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ABSTRACT

As organizations initiate to use Business Intelligence to improve decision making, cut costs and identify new business opportunities, Business intelligence and analytics (BI&A) has emerged as an important area of study for both practitioners and researchers, reflecting the importance and impact of data-related problems to be solved in contemporary business organizations. This paper explores the evolution, applications, and emerging research areas of BI&A. BI&A 1.0, BI&A 2.0, and BI&A 3.0 are defined and described in terms of their key characteristics and capabilities. The study travels around the current research in BI&A and analyzes the challenges and opportunities associated with BI&A research. The paper also report a review and study of critical BI&A publications, researchers, and research topics that were based on past decades of related academic and industry publications. As a final point, those articles that were surveyed for this study paves way for the forthcoming researches by introducing and characterizing the emerging work in terms of the proposed BI&A research outline.

KEYWORDS: Business intelligence and analytics, big data analytics, text analytics, web analytics, network analytics, mobile analytics.

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