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Business Analytics

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The article clearly defines the main concept of business analytics. The procedure used to articulate the research, from the abstract to the conclusion part, gives the readers clear instincts. Further, the sufficient details of the research enable the continuity of what is already attained during the actual study. Therefore, the study followed the procedure for good research.

Research is the actual activity being investigated by both the manager and the researcher. For instance, the article aims at investigating how business analytics can be transformed from business intelligence. Both the manager and the researcher invest all their knowledge and resources to develop the best findings. Managers in research are involved with complex activities such as giving directions concerning research. In this article, the manager can be identified in the methodology section, where an overview of transformation in the Chinese market is highlighted (Zhao, 2021). The manager's knowledge in this particular area of study enhances the depth of analysis as well as breadth of application. Hence, the relationship between a manager and research relies on the activity itself and identifying the research criteria. The researcher, in this case, conducts the actual activity. The accurate findings of the transformation of business analytics from business intelligence are dependent on the researcher's knowledge, application of the right tools to conduct the research, and the reliability of the sources and respondents. For instance, analyzing how business analytics assist enterprises in becoming competitive and outstanding depends on the researcher's efforts and knowledge (Zhao, 2021). Therefore, the research, manager, and researcher are dependent on one another to succeed in the research findings.

Managers play various roles during research activities. Since multitasking is not an easy task, several conflicts might arise in the course of the research. In this case, information conflict

may arise due to insufficient information and relevancy of data used by the manager. For instance, the application of Sk8AP, ERP, IaaS, SaaS, and PaaS could only be accurate in the combination of knowledge between the actual researcher and the manager (Zhao, 2021). The complexity and tedious nature of the tools applied during the research cannot enhance the accuracy of the findings. Besides, the digital transformation using business analytics involves series of steps that might be a bit complex for the manager. Therefore, these conflicts exist due to the complexities of the steps, the irrelevancy of data, and the insufficient information by the manager.

A well-defined and conducted research can be easily distinguished from poorly done research. Good research is dependent on the efforts put by the researcher and the manager. Hence, good research can be identified by the availability of the existing literature, cyclical by generating new questions for further studies, and ability to conduct and duplicate. In this article, the authors identified the significance of data and the analytical tools for future use. The tools are essential for the industries in terms of developing and predicting trends in the market. Further, given the existing technology, businesses can easily increase their competitive advantage by observing the trends. Bad research is identified by the fraudulent nature, complexity and misleading type of research, many errors and biases, lots of small chunks that might not be easily understood, and sloppiness. Thus, bad research should not be published anywhere, for it can be misleading to potential users. However, the article is well articulated, arranged in chronological order that gives insights to the intended users. In regards to this, it can be concluded that ¹ **'Transformation of Business Analytics from Business Intelligence'** is good research.

Reference

Zhao, Y. (2021, May). Transformation of Business Analytics from Business Intelligence. In *E3S Web of Conferences* (Vol. 253, p. 03013). EDP Sciences. https://www.e3s-conferences.org/articles/e3sconf/pdf/2021/29/e3sconf_eem2021_03013.pdf

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