

COMPLEX MATHEMATICAL TOOLS BASED LOGICAL APPROACH FOR TODAY'S BUSINESS PLANNING

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Present global scenario is most complex. Due to advent of Information Technology its infiltration in every sector developing a challenging approaches for solving such complex situation. In this context the term business intelligence has come up. Business intelligence uses technologies, processes, and applications to analyze mostly internal, structured data and competitive intelligence gathers, analyzes and disseminates information with a topical focus on company competitors are business processes. Broadly, business intelligence can include the subset of competitive intelligence. Business intelligence and business analytics are sometimes used interchangeably, but there are alternate definitions. Business analytics solutions typically use data, statistical and quantitative analysis and fact-based data to measure past performance to guide an organization's business planning. Here author has elaborated the idea of Business analytics a complex mathematical tools based logical approach to business planning and issues comprise with the concept in short to highlight the importance of Business Analytics and its impact in continuously developing society. A list of software programs for vertical industries and words and phrases about software development, use and management has been cited.
