Annotated Bibliography

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References

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[2] Ron Kohavi, Neal J. Rothleder, and Evangelos Simoudis. Emerging trends in business analytics. *Commun. ACM*, 45(8):45–48, August 2002.

[3] Chee S. Lee, Peck Y. S. Cheang, and Massoud Moslehpour. Predictive analytics in business analytics: Decision tree. *Advances in Decision Sciences*, 26(1):1–29, 03 2022. Copyright - © 2022. This work is published under http://journal.asia.edu.tw/ADS/ (the "License"). Notwithstanding the ProQuest Terms and Conditions, you may use this content in accordance with the terms of the License; Last updated - 2024-12-22.

> This paper is a systematic review that defines Business Analytics and focuses on one of its key branches: Predictive Analytics. It explains how Predictive Analytics uses statistics and machine learning to forecast future trends. The paper also highlights the Decision Tree as a particularly user-friendly and interpretable tool for applying predictive analytics in business. This review will be useful for the methods section of my study. It provides a clear, established definition of Predictive Analytics, which I can adopt. More importantly, I will reference its discussion of the Decision Tree methodology as a justification for potentially selecting it as a practical, interpretable analytical technique to use in my own research on business analytics applications.

[4] Chi-Feng Tai and Kai Wang. Data analytics insight-driven organizational agility. In *Proceedings of the 10th Multidisciplinary International Social Networks Conference*, MISNC '23, page 55–62, New York, NY, USA, 2023. Association for Computing Machinery.

> This reading argues that using business analytics helps companies see future opportunities and threats better. It calls this "data-driven strategic foresight." This sharper vision increases a company's alertness and, in turn, makes it more

agile. I will use this article's main idea as a key part of my study's foundation. It provides a model (the three types of analytics leading to strategic foresight and agility) that I can reference to explain how business analytics creates real strategic value, moving beyond just better daily decisions.