**Study**: https://www.slideshare.net/slideshow/case-studies-utilizing-real-time-data-analytics/16493563#2

This study examines how real-time data analytics is perceived among leaders across the business sector. It highlights how these techniques can benefit businesses. For instance, the study asserts outcomes like increased revenue (≈20–28%), cost savings (≈20%), and competitive differentiation. The study goes more into executive interviews rather than technical implementation. Thus, the focus is more strategic and managerial than technical. However, I do wish it highlighted some specific analytics platforms, architectures, or algorithms.

The area of application this study explores is any medium to large business. It can be applied in diverse domains—operations monitoring, risk management (especially in Oil & Gas), customer experience optimization, supply chain efficiency, and strategic innovation. The strongest examples come from capital-intensive industries (like energy), while consumer-facing sectors (retail) appear slower to realize benefits.

Businesses that adopted this strategy reported tangible improvements in efficiency, service quality, and market share, as well as financial performance. Many companies shifted priorities toward customer experience and product innovation, suggesting that firms completely changed their strategy due to analytics.