In developing the theoretical model for this study, business analytics is posited as the primary independent variable influencing cybersecurity awareness and practices, which are the dependent variables. This relationship underscores the need to assess how data-driven insights can enhance organizational preparedness against cyber threats (Pearse et al. 117). The model aims to elucidate the dynamics between analytics capabilities and the mitigation of cybersecurity risks, providing a structured framework for empirical investigation. To guide this exploration, three research questions are introduced: firstly, how does business analytics affect cybersecurity awareness within organizations? Secondly, what impact do analytics have on cybersecurity practices? Finally, is there a role for business analytics in mitigating cybersecurity risks? These questions will help in understanding the multifaceted influence of analytics on cybersecurity, providing a foundation for future research and practical applications.