**ROLE OF DATA SCIENCE AND ARTIFICIAL INTELLIGENCE IN BUSINESSES**

# Method:

The research takes the approach of secondary research. This is the research method that uses existing data. The existing data could be summarized and also collated for increasing the whole effectiveness of the research. The secondary research involves the research material that is published in the research reports and the same type of documents. Such documents could be made available by the public libraries, data obtained from the already filled surveys, and websites (Ampatzoglou et al. 2019). Few agents store the data also that could be used for the research purpose and could be retrieved from these. Secondary research approach is used to collect secondary data for the research work. Data is available readily on the internet and could be downloaded quite easily. The data for this research is based upon tested and tried data is filtered and analyzed previously. This research approach is easy and fast. This aims to gain a wider understanding of the subject matter (Johnston 2017). The research is descriptive and exploratory and is approached from an interpretive perspective. Interpretivism states that the world of business is too complicated and the rich insights would be lost by law-like generalizations. The position needs social scientists in grasping the subjective meaning of social action.

The research design is the kind of quantitative method that provides particular direction for the procedures in the process of the research (Moore, Thomas and Gephart 2021). The selection of this research strategy is guided by the factors like the amount of the existing knowledge or data on this research subject and time available for the research. This is the common approach to the systematic investigation where existing data is used for conducting this research. The research design includes collating, organizing, and analyzing the data for appropriate research conclusions. This research approach includes synthesizing the existing data that could be sourced from textbooks, journals, and the internet (Nuhoğlu Kibar and Akkoyunlu 2018). The secondary research depends on the data that is provided by the primary research. The research is conducted to evaluate and identify the gaps in the existing data before adopting to the primary research for gathering new data that would serve the research.

This research approach includes the assimilation of data from several different sources with the use of several available research materials. Data is collected through the internet. The Internet provides a huge pool of paid and free research resources that could be accessed easily. This method is the first step for the systematic investigation (Sherif 2018). This research method helps to utilize the knowledge to map put the novel direction for this research paper. This research approach depends on the existing data, and extra care is taken for ensuring that authentic data samples are used for this research. This research approach has helped to save much time to focus on other aspects of the research, as the data exists already and could be gathered easily through the internet (Trinh 2018). This process also helps to cut down the costs as there is no need for the collection of data for this research. This approach has helped to identify the gaps that could serve as the basis of more systematic investigation.