PLAGIARISM SCAN REPORT

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Future

More study in the following four important areas could be necessary to increase the utility and, in turn, the acceptability of DL in business analytics.

Research on business analytics in the future may focus on identifying applications that enhance DL's capabilities but aren't already in use. Because of its ability to manage enormous amounts of unstructured data, DL is more interesting than traditional analytics in terms of possible future applications and use cases. DL have the ability to create completely unique value generating methodologies and commercial strategies. Enhancing DL's prediction accuracy for structured data would be transformative for neural networks. Even while deep learning (DL) has many advantages over traditional methods, it still can't match tree-based ensembles like Random Forest and GBM in terms of performance and accuracy when it comes to structured data prediction. Therefore, a simple substitution is not very sensible until more research in this area leads to better performance for DL on structured classification problems.

Another issue is that, given the lack of expertise, hyperparameter tuning might be a highly challenging process requiring the necessary ability. AutoML, or automated machine learning, is a relatively recent finding that is starting to gain traction. It is a fascinating field of research with the potential to further democratize the use of deep learning models. AI may be made more palatable for users by simplifying its design and better tailoring it to their needs in order to increase job fit. AI has to become human-adapted in order to enable a fully augmented workforcConclusion

Everywhere we turn, there are innumerable new real-world uses for DL, proving the technology's undeniable advances and developments. In spite of this, the adoption rate and therefore the spread of business analytics services have lagged. This study provides some insight into why DL adoption in business analytics operations is still lacking. The literature research identifies five primary reasons—computational complexity, lack of big-data architecture, lack of transparency/black-box nature, lack of expertise, and lack of leadership commitment—for why DL isn't being embraced across business units. Yet, the empirical analysis based on three real-world case studies shown that, in contrast to what is commonly believed, DL does not improve performance when it comes to predictions made using structured data sets.

This answers the question of why analytics departments don't always utilize these models and is something that has to be taken into account when applying deep learning to data-driven decisions in the context of business analytics. All things considered, business analytics and information management will continue to be impacted by machine learning (ML), a general-purpose technology for data-driven prediction. Deep learning has enhanced our ability to extract information from unstructured data, which has helped the ML ecosystem. It is not yet possible to replace the other models, though. Tree-based classifiers such as random forest and gradient boosting work incredibly well with structured datasets. Rather of trying to impose new use cases that capitalize on DL's benefits, practitioners should concentrate on creating models that can replace the conventional ones.

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