**ABSTRACT**

Running a business is not an easy process by any means, and one of the most challenging parts of running business is managing business data and what it is that you need to do next and how long you can devote to that one task. You will soon realize as your business starts to grow so does the demands of your business and the time to carry our daily tasks. Small Business Owners don’t have enough insights of data to manage their business. As a result, they take all financial decision based on assumptions and prior experience. This results in a big problem, if the owner or manager is an inexperienced one. This application provide owners enough insights data so that they can take financial and other decisions based on actual data which will eventually help in increased growth of business.

This project of Business Analytics is tool which serves as parser for consumer and business. The software provides facilities in regard to information handling the profit loss of the companies. The software id dedicated to the emerging market analysis which makes it a great potential for upcoming industries. The ease by which Business can organize their contact with new customers is more simplified by BA. One of the premier features of Business Analytics is its dynamic report generation which gives a hands-on glimpse of the condition of the financial status of companies thus generation prime information for the businessmen. The project is developed for easing of Database manipulation.

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