**Practice of Literature Retrieval**

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| **Class & Group** | EAP-28 Group-6 | **Group Members** | 12311410  12313329  12311225 |
| **Topic** | Big data analytics tools have become essential for crafting systematic strategies. | | |
| **Keywords** | Data Science, Optimization, Strategic Planning | | |
| **Related Words** | Data Science: Data Analytics, Machine Learning, Big Data, Data Mining  Optimization: Predictive Analytics  Strategic Planning: Business Strategy, Business Intelligence, Business Insight | | |
| **Search Strategy (Search Query)** | Search Query:  title("Data Science" OR "Data Analytics" OR "Machine Learning" OR "Big Data" OR ("Data Mining")) AND title("Optimization" OR "Predictive Analytics") AND fulltext("Business Strategy" OR "Strategic Planning" OR "Business Intelligence" OR "Business Insight")  Search Field:  as shown above  Limiters:  Full Text, Peer Reviewed, Publication Date: 20150101-20251231 | | |
| **Databases** | ProQuest | | |
| **Results（Less than 200）** | 76 (until 6th March, 2025) | | |
| **Bibliographic information of related articles**  **(At least 5)** | Bradlow, E. T., Gangwar, M., Kopalle, P., & Voleti, S. (2017). The Role of Big Data and Predictive Analytics in Retailing.*Journal of Retailing, 93*(1), 79-95. <https://doi.org/10.1016/j.jretai.2016.12.004>  Chen, Y., Li, C., & Wang, H. (2022). Big Data and Predictive Analytics for Business Intelligence: A Bibliographic Study (2000–2021).*Forecasting, 4*(4), 767. <https://doi.org/10.3390/forecast4040042>  Jawad, Z. N., & Balázs, V. (2024). Machine learning-driven optimization of enterprise resource planning (ERP) systems: a comprehensive review.*Beni-Suef University Journal of Basic and Applied Sciences, 13*(1), 4. <https://doi.org/10.1186/s43088-023-00460-y>  Ji, G., Yu, M., Tan, K. H., Kumar, A., & Gupta, S. (2024). Decision optimization in cooperation innovation: the impact of big data analytics capability and cooperative modes.*Annals of Operations Research, 333*(2-3), 871-894. <https://doi.org/10.1007/s10479-022-04867-1>  Pasupuleti, V., Thuraka, B., Chandra, S. K., & Malisetty, S. (2024). Enhancing Supply Chain Agility and Sustainability through Machine Learning: Optimization Techniques for Logistics and Inventory Management.*Logistics, 8*(3), 73. <https://doi.org/10.3390/logistics8030073>  Trifu, M. R., & Ivan, M. (2016). Big Data Components for Business Process Optimization.*Informatica Economica, 20*(1), 72-78. <https://doi.org/10.12948/issn14531305/20.1.2016.07> | | |