

EconWorld2025@Prague

Business Analytics Competencies for Data-Driven E-commerce.

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ABSTRACT

Business Analytics encompasses a broad spectrum of knowledge focused on the analysis and interpretation of data to aid enterprises and decision-makers in enhancing their decision-making processes and achieving superior business outcomes. These enterprises span public, private, and non-profit sectors, irrespective of their size, revenue, or other factors. E-commerce stands to benefit significantly from the application of business analytics due to the inherent nature of automated systems and the abundance of available data. This study seeks to investigate the capabilities and potential research directions within the realm of business analytics to advance the maturity of data-driven e-commerce. It also underscores the prevalent challenges that could impact the optimization of this process. Initially, the study delineates the broad categories of business analytics to encapsulate the primary research directions in this field. Subsequently, it briefly examines the applications of business analytics to illustrate its potential in driving enterprises. Following this, it explores business analytics practices within the e-commerce context to illuminate possible research trajectories, culminating in a discussion of the common challenges that researchers should be cognizant of. The study concludes that business analytics can be leveraged either independently or in conjunction with other knowledge areas to provide valuable insights and drive business outcomes. Additionally, it identifies several challenges that researchers may encounter, with the availability of the requisite data being one of the foremost challenges.

KEYWORDS Information and Communication Technology; Information Systems; Knowledge Management; Mobile Business; Data Estimation