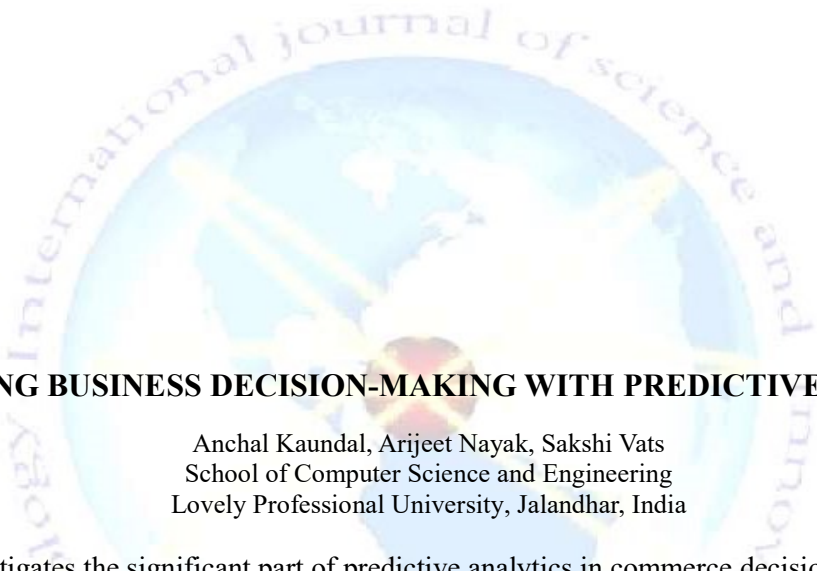




ENHANCING BUSINESS DECISION-MAKING WITH PREDICTIVE ANALYTICS

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This paper investigates the significant part of predictive analytics in commerce decision making. Utilizing chronicled information and progressed explanatory procedures, predictive analytics empowers data driven decision making, chance analytics, and client analytics. It emphasizes information keenness, straightforwardness, and moral utilization whereas driving data driven development. Through information visualization, execution analytics, and prescient modelling, businesses can optimize methodologies and improve competitiveness. This consider underscores the importance of predictive analytics in modern commerce analytics.