

## **Abstract**

This research explores the role of business intelligence (BI) and data analytics in shaping corporate strategy, focusing on how organizations use data-driven insights to guide decision-making and strategic planning. In today's competitive and data-rich environment, companies are increasingly relying on BI tools and analytics to inform their strategic directions, identify market opportunities, and enhance operational efficiency. This study investigates how BI and data analytics contribute to the formulation and execution of corporate strategies across various industries.

A mixed-methods approach is employed to provide a comprehensive understanding of the impact of BI and data analytics on corporate strategy. The quantitative phase involves analyzing company performance data, market trends, and competitive intelligence to assess how data analytics influence strategic decisions, such as market entry, product development, and resource allocation. Advanced analytical techniques, including forecasting models and trend analysis, are used to measure the effectiveness of BI in supporting strategic initiatives. The qualitative phase consists of interviews with senior executives, strategy managers, and data analysts to gather insights into how organizations incorporate BI tools into their strategic planning processes and the challenges they face.

The findings highlight the transformative role of business intelligence and data analytics in shaping corporate strategy. By integrating both quantitative data and expert insights, this study provides actionable recommendations for companies looking to optimize their strategic decision-making processes, enhance competitiveness, and drive long-term success through data-driven approaches.