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ABSTRACT

The impact of Big Data analysis on Decision-making in organizations. (Case study on Transcend)

Mohammad AbuDaoud.

Supervisor: Hassan Nussibeh.

Al-Quds university

Big data analytics has become a critical tool for enhancing decision-making processes in modern organizations. This study investigates its impact through a case study of Transcend, a call center company, examining its role in strategic planning, operational efficiency, sales performance, and customer service. A descriptive-analytical methodology was employed, utilizing surveys and interviews with employees, and data was analyzed using statistical tools. The findings demonstrate that big data analytics significantly improves decision-making by enabling data-driven insights rather than reliance on intuition. Employees reported an 81.3% increase in task efficiency, while customer service quality improved through personalized interactions and proactive issue resolution, leading to a 75.3% increase in customer satisfaction.

Additionally, data-driven sales strategies enhanced market trend analysis and customer preference identification, contributing to improved financial performance. Despite these advantages, challenges such as inadequate infrastructure, limited expertise, and data privacy concerns remain barriers to full utilization. The study concludes that while big data analytics enhances organizational decision-making, its effectiveness depends on investments in advanced technology, workforce training, and robust data governance. Future research should explore its

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Correspondence concerning this article should be addressed to the mentioned authors at the mentioned institutes.

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E-mail: research@admin.alquds.edu

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long-term impact and integration with artificial intelligence and machine learning to further optimize business performance.

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