

DAFTAR PUSTAKA

- [1] “5 Reasons Why Data Is Your Organisation’s Most Vital Asset | SMU Academy.” [Online]. Available: <https://academy.smu.edu.sg/insights/5-reasons-why-data-your-organisations-most-vital-asset>
- [2] “6 Peran Penting Teknologi Informasi Dalam Bisnis.” [Online]. Available: <https://bestcamp.co.id/6-peran-penting-teknologi-informasi-dalam-bisnis/>
- [3] L. Pratt, C. Bisson, and T. Warin, “Bringing Advanced Technology to Strategic Decision-Making: The Decision Intelligence / Data Science (DI/DS) Integration Framework,” *Futures*, 2023, [Online]. Available: <https://api.semanticscholar.org/CorpusID:259940997>
- [4] S. Sultana, S. Akter, and E. Kyriazis, “How data-driven innovation capability is shaping the future of market agility and competitive performance?,” *Technol. Forecast. Soc. Change*, 2022, [Online]. Available: <https://api.semanticscholar.org/CorpusID:241917502>
- [5] A. D. Kuswanto, S. I. Puro, J. Hariyan, R. Rafliansyah, M. R. Aziz, and P. V. Rajagukguk, “Analisa Data Shopping Trends Menggunakan Algoritma Klasifikasi Dengan Metode Naive Bayes,” *Repeater Publ. Tek. Inform. dan Jar.*, 2024, [Online]. Available: <https://api.semanticscholar.org/CorpusID:271480687>
- [6] D. V. Tiwari, “Role of Data Analytics in Business Decision Making,” *Knowledgeable Res. A Multidiscip. J.*, 2024, [Online]. Available: <https://api.semanticscholar.org/CorpusID:272272249>
- [7] J. Zhu, “Exploration on Digital Economy Data Processing System under Artificial Intelligence Algorithm,” *Proc. 4th Int. Conf. Artif. Intell. Comput. Eng.*, 2023, [Online]. Available: <https://api.semanticscholar.org/CorpusID:269987250>

- [8] R. Bhimanpallewar, S. K. Jangid, R. K. Yadav, A. D. T, P. Dehankar, and G. B, “Automating Big Data Analysis Using Artificial Intelligence,” *2023 3rd Int. Conf. Smart Gener. Comput. Commun. Netw. (SMART GENCON)*, pp. 1–6, 2023, [Online]. Available: <https://api.semanticscholar.org/CorpusID:268043824>
- [9] L. Theodorakopoulos and A. Theodoropoulou, “Leveraging Big Data Analytics for Understanding Consumer Behavior in Digital Marketing: A Systematic Review,” *Hum. Behav. Emerg. Technol.*, 2024, [Online]. Available: <https://api.semanticscholar.org/CorpusID:273599911>
- [10] R. J. J. Chen, “The Future of Data Visualization in Business,” *Adv. Econ. Manag. Polit. Sci.*, 2025, [Online]. Available: <https://api.semanticscholar.org/CorpusID:275305491>