

Big Data Analytics and Customer Experience: Transforming Business Strategy in the Digital Era

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Abstract

The exponential growth of digital data has fundamentally transformed organizational decision-making and customer relationship management. Businesses increasingly rely on big data analytics to understand consumer behavior, personalize services, optimize operational processes, and strengthen competitive advantage. This paper investigates how advanced analytics contribute to strategic decision-making and enhanced customer experiences within digitally enabled business environments.

Drawing upon literature from marketing, information systems, and strategic management, the study develops a conceptual model linking data quality, analytical capabilities, customer insights, organizational agility, and business performance. It demonstrates that organizations capable of effectively integrating structured and unstructured data into managerial decision processes achieve superior operational efficiency, customer satisfaction, and long-term profitability.

The paper also discusses emerging analytical technologies including predictive analytics, machine learning, natural language processing, and real-time decision support systems. While these technologies offer significant opportunities for innovation, they simultaneously introduce ethical concerns regarding consumer privacy, algorithmic bias, transparency, and responsible data governance. Organizations must therefore establish comprehensive data governance frameworks that balance commercial objectives with stakeholder trust and regulatory compliance.

Keywords: Big Data Analytics, Customer Experience, Business Strategy, Digital Innovation, Data Governance, Machine Learning, Digital Marketing, Organizational Performance