



## A Study on The Effectiveness of Business Intelligence Tools in Enhancing Strategic Decision- Making At Tech Mahindra

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### Abstract:

*Business Intelligence (BI) tools play a crucial role in supporting strategic decision-making in modern organizations. This study examines the role of BI tools in enhancing decision-making with reference to Tech Mahindra. It focuses on how BI tools help in analyzing data, improving decision accuracy, and enhancing organizational performance. The study highlights key benefits such as improved efficiency, real-time insights, and better strategic planning, along with challenges like skill gaps and data quality issues. The findings indicate that BI tools significantly contribute to effective decision-making and organizational growth.*

**Keywords:** *Business Intelligence (BI) · Strategic Decision-Making · Data Analytics.*

### Introduction:

In today's data-driven business environment, organizations generate large volumes of data from various sources. However, converting this data into meaningful insights is essential for effective decision-making. Business Intelligence (BI) tools help organizations analyze data, create reports, and provide real-time insights to support strategic decisions. This study focuses on the role of BI tools in strategic decision-making with reference to Tech Mahindra. BI tools such as Power BI and Tableau enable managers to improve decision accuracy, enhance efficiency, and gain a competitive advantage. Thus, BI has become an important tool for achieving organizational success.

### Problem Statement:

In today's data-driven business environment, organizations generate large volumes of data, but many face difficulties in converting

this data into meaningful insights for strategic decision-making. Despite the availability of Business Intelligence (BI) tools, issues such as poor data quality, lack of integration, high implementation costs, and limited user expertise reduce their effectiveness.

In the context of Tech Mahindra, BI tools are widely used, yet their actual impact on improving strategic decision-making and organizational performance needs to be evaluated. Therefore, this study aims to analyze the effectiveness of BI tools and identify the challenges in their implementation.

### Review of Literature:

The review of literature highlights the significance of Business Intelligence (BI) tools in improving strategic decision-making and organizational performance. Various studies suggest that BI tools help in collecting, analyzing, and transforming large volumes of data into

meaningful insights, enabling managers to make informed decisions.

Researchers like Howard Dresner and Turban et al. have emphasized that BI systems enhance data accessibility, support real-time analysis, and provide a competitive advantage. BI tools such as dashboards, data visualization, and predictive analytics play a key role in identifying trends and improving business performance.

In the context of Tech Mahindra, reports indicate that BI tools are effectively used to enhance operational efficiency and strategic planning. However, challenges such as data quality issues, high implementation costs, and lack of skilled professionals still exist. Overall, literature shows that BI tools are essential for effective decision-making when properly implemented.

#### **Objectives of The Study:**

1. To understand the concept and importance of Business Intelligence (BI) tools.
2. To examine the role of BI tools in strategic decision-making.
3. To analyze the usage of BI tools in Tech Mahindra.

#### **Research Questions:**

1. What is the role of Business Intelligence (BI) tools in strategic decision-making?
2. How are BI tools used within Tech Mahindra?
3. To what extent do BI tools improve decision accuracy and speed?
4. How do BI tools impact organizational performance and efficiency?

#### **Research Methodology:**

This study adopts a descriptive and analytical research design to examine the role of Business Intelligence (BI) tools in strategic decision-making with reference to Tech Mahindra. The descriptive approach helps in understanding

the current usage and awareness of BI tools, while the analytical approach is used to evaluate their impact on decision-making and organizational performance.

#### **Nature of the Study:**

The study is both conceptual and empirical in nature. The conceptual aspect focuses on theoretical understanding of BI tools, whereas the empirical aspect involves analyzing data collected from respondents.

#### **Sources of Data:**

- **Primary Data:** Collected through a structured questionnaire distributed to employees and professionals familiar with BI tools. The questionnaire includes multiple-choice and Likert scale questions to measure awareness, usage, impact, and challenges.
- **Secondary Data:** Collected from company reports, journals, books, websites, and industry publications to support theoretical analysis.

#### **Population of the Study:**

The population includes employees and professionals associated with BI tools and data-driven decision-making processes.

#### **Sample Size:**

A total of 100 respondents were selected for the study, which is considered adequate for meaningful analysis at the MBA level.

#### **Sampling Technique:**

The study uses a non-probability convenience sampling method, where respondents are selected based on accessibility and willingness to participate.

#### **Data Collection Instrument:**

A structured questionnaire is used as the primary tool, designed with clear and simple questions to ensure accurate responses.

#### **Data Analysis Techniques:**

The collected data is analyzed using:

- Percentage analysis
- Tabular presentation
- Graphical representation (charts and graphs)

- Descriptive interpretation

dependence on respondent opinions, which may affect generalization.

#### Limitations of Methodology:

The study is limited by reliance on a small sample size, use of convenience sampling, and

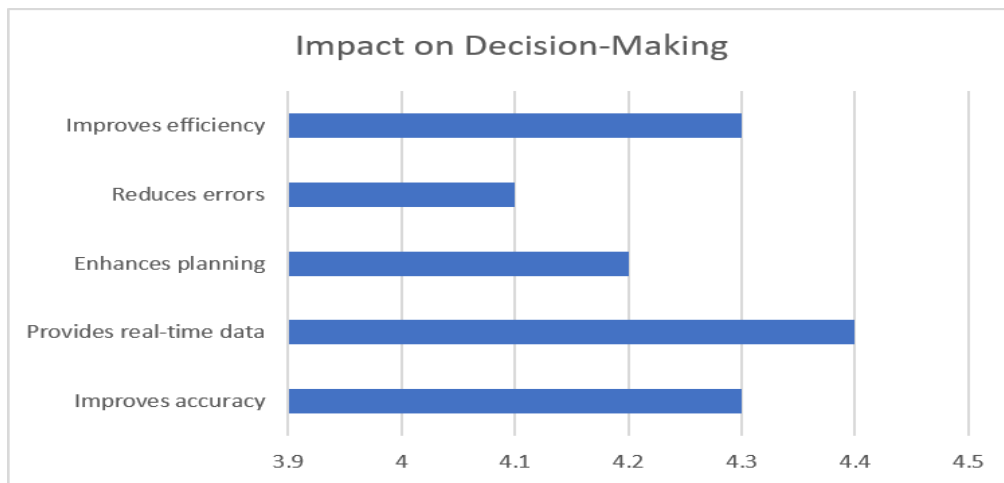
Overall, the methodology provides a systematic framework to analyze the effectiveness of BI tools in strategic decision-making.

#### Data Analysis:

Table 1: Impact on Decision-Making

| Statement               | Mean |
|-------------------------|------|
| Improves accuracy       | 4.3  |
| Provides real-time data | 4.4  |
| Enhances planning       | 4.2  |
| Reduces errors          | 4.1  |
| Improves efficiency     | 4.3  |

Graph 1



#### Interpretation:

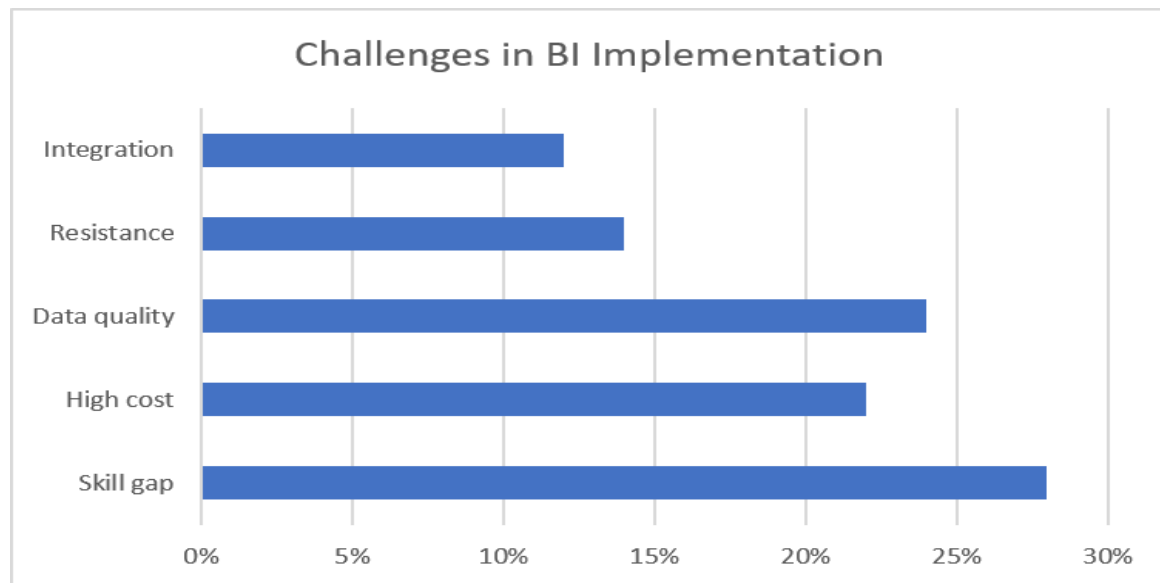
The high mean scores (above 4) indicate that respondents strongly agree that BI tools improve decision accuracy, provide real-time data, and enhance planning. BI tools enable managers to

make informed and timely decisions, reduce uncertainty, and improve strategic outcomes. This confirms that BI plays a crucial role in modern decision-making processes.

Table 2: Challenges in BI Implementation

| Challenge    | No. | %   |
|--------------|-----|-----|
| Skill gap    | 28  | 28% |
| High cost    | 22  | 22% |
| Data quality | 24  | 24% |
| Resistance   | 14  | 14% |
| Integration  | 12  | 12% |

Graph 2

**Interpretation:**

Skill gap (28%) and data quality issues (24%) are the major challenges faced by the organization. This indicates that while BI tools are effective, their success depends on employee skills and data accuracy. High implementation cost and resistance to change also affect adoption. Addressing these challenges through training and proper planning can improve BI effectiveness.

**Findings:**

- The study shows that employees have a good level of awareness of BI tools, with most respondents being moderately or highly aware.
- BI tools such as Power BI and Tableau are widely used across departments, especially in technical areas like software development and IT operations.
- A significant number of employees use BI tools daily, indicating strong integration into business operations.

**Suggestions:**

- Provide Training Programs: Conduct regular training sessions to improve employees' understanding and effective use of BI tools.

- Ensure Data Quality: Maintain accurate and reliable data through proper data management and governance practices.
- Promote Data-Driven Culture: Encourage employees at all levels to use data and analytics for better decision-making.

**Conclusion:**

The study on the role of Business Intelligence (BI) tools in strategic decision-making at Tech Mahindra highlights the importance of data-driven approaches in modern organizations. BI tools help convert raw data into meaningful insights, enabling managers to make accurate, timely, and informed decisions. The findings indicate that BI tools improve decision-making, operational efficiency, productivity, and strategic planning through features like real-time analytics, dashboards, and data visualization.

However, certain challenges such as skill gaps, data quality issues, and implementation costs may affect the effective use of BI tools. By providing proper training, ensuring data accuracy, and improving system integration, organizations can overcome these challenges. Overall, BI tools play a crucial role in enhancing organizational

performance and achieving long-term growth and competitive advantage.

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