

The decision-making foundation that has served OPMF for many decades parallels the business analytics process. The same logic serves both processes and supports organisation decision-making skills and capabilities.

Business Analytics for Competitive

Advantage

→ Business analytics enables competitive advantage. Regardless of whether one uses classic SWOT analysis, Porter's five forces, the resource-based view of the firm or Wilde and Hax's delta model to identify

the drive toward competitive differentiation
business analytics helps develop
sustainable competitive advantage

Competitive advantage

Competitive advantage can be defined as the superiority that is enjoyed by a firm over its competitors in an industry

→ A firm is said to have a competitive advantage when it has an access to the superior quality resources with some additional benefits, such as skilled and trained employees latest technologies, natural resources

all these resources leads to achievement of the competitive advantage by the firm.

Ways Business Analytics can Help Achieve a Competitive Advantage

1) Price Leadership

Identify main competitors, monitors reports and accurately forecasts competitive prices to firm can keep lowest cost profile while maintaining and measuring profit margins

2) Sustainability

Identify areas where resource reallocations are needed to avoid

damaging the environment. Suggest ways to reallocate the resources, and help allocate them optimally to achieve the best possible balance.

3). product Differentiation

Identify new products not offered by competitors, suggest new services to offer, forecast potential of new products for profitability measurement.