

## Trends in Business Analytics: 2018 and beyond

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### ABSTRACT

*Literature dictates that trends in business analytics in the coming future will be dominated by Business Intelligence, Automation, IoT (Internet of Things), Artificial Intelligence, BlockChain, etc. Despite the influx of new technologies, there is a constant need to reinvent and modernise business analytics trends in the present day to stay relevant. This review echoes the importance of data analytics and artificial intelligence as two primary trends. All the other movements like Automation, BI, BlockChain, and IoT seem to emerge from these two crucial elements. For future success, the digital platform models with a distinct organisational shift towards teamwork and customer-centric approaches will be the new trend in conducting business.*

**KEYWORDS:** Business analytics, Artificial Intelligence.

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