

# TechWorld 2025: Big Data, Computer Science and Information Technologies

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## Large Data, Little Victories: How Data-Driven Understandings Can Help Small Businesses make Better Decisions

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This thorough cross-sectional study reveals important insights into the complex links between Data Driven Insight (DDI), Decision Making Process (DMP), Resource Allocation (RA), and Business Outcome (BO). It was carried out by watching 150 organizations during the influential year of 2024. The results highlight the critical role of the Decision-Making Process and reveal a statistically significant positive correlation between DDI and BO, as well as a minor positive correlation between the two. Interestingly, the study finds that effective resource allocation is another important component that has a moderately positive correlation with business results. The measurement instrument's robustness is confirmed by the reliability statistics, which gives confidence to the collected data. Moreover, the ANOVA regression results highlight the substantial role that the interaction between DDI, DMP, and RA plays in explaining the variance in BO. These significant realizations stress the vital role that sound decision-making and wise resource management play in determining a company's success. In the changing world of 2024 and beyond, researchers and practitioners may devise strategies and make well-informed decisions that improve overall organizational performance, thanks to the actionable knowledge they possess.

**Keywords:** Data Driven Insights, Decision Making Process, Resources Allocation and Businesses Outcomes