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Abstract:
In today's world it has become clear that if a business wants to succeed then it must adapt to technological advancements which come in various forms and sizes. We live in a world where access to online technology such as the web has become available to almost anyone in various forms. It would be detrimental if businesses were to ignore this sector of technological advancements and fail to incorporate them in their business strategies.

With all these advancements in information technology come a wide range of data and information that these businesses can use for a variety of reasons. But it can become a difficult task for businesses to obtain all the data and information they need and then apply it to their business decisions. This is where analytics has become a crucial tool for businesses to help with this process. Analytics is the process of gathering, interpreting, and presenting important patterns in data. This data can be processed into information and give businesses better insight on past performances, current trends, and future predictions. Over time many advancements in information systems like analytics have had a tremendous impact on the business environment.

This paper outlines a number of ways analytics has influenced businesses during their decision making and planning processes. Since there are various ways analytics is used, this paper focuses on the main practices involving analytics in a business world and also splits analytics into seven parts: analytics and the web, innovation and challenges of analytics, software analytics, risk and digital analytics, portfolio analytics, marketing optimization, and security.

The advancements and use of analytics can be seen through business done over the web. Analytics is influenced heavily by the web and e-commerce. Innovation and a number of challenges are reoccurring factors that businesses take into account when analyzing big data. Analytics also need to adapt to innovation and faces many challenges as data has to be constantly updated. Software analytics has become an important way for businesses to gather data. Advancements in software has allowed for a better use of software analytics. Risk and digital analytics also play an important role in business decision making. For businesses with a number of investments, they may lean towards using portfolio analytics to value these investment. Analytics is used greatly when businesses focus on marketing optimization. Security also comes into play when business collect and plan to use any form of data to later analyze. Security has to be a priority when businesses rely heavily on large sums of data and must make sure anything they receive or put out is legitimate and safe.

These have all been the end products of advancements in analytics and information technology. These tasks all help a business in various ways to help them make important decisions or plan for their future. It is crucial to take into account all data from previous output and look at any

important trends that can help make better judgements for future tasks. Whether it be a business looking to improve efficiency or a business looking to improve their online security, it is important for them to constantly keep updating data and analyzing information to stay relevant in this world of ongoing data and change.