

**Data usage opportunities in business and its impact on business digitalization
process**

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Statement

We, as the authors do hereby state that this thesis is an original work of ours and the materials created by other authors are defined or quoted in accordance with the relevant rules.

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Abstract

The development of modern technologies and the Internet has provided a large number of accumulated information worldwide. In the footsteps of digitalization of the world and business sector, it is becoming increasingly important to process this accumulated information and use it as a benefit.

In the presented research paper, we will analyse how big data and its processing influence digital transformation of modern business.

The thesis is focused on using data in business, internationally and locally with the real company cases. We will also cover the industries and areas where data analytics and BI have become the backbone of business, transformations that businesses have undergone to achieve digitalization and the attitudes of society and business towards processing data.

In this paper, we also talk about the major problems nations and individuals face in the process of digitalization regarding personal data protection. Along with these issues, the necessity of data as the tool to gain power and competitive advantage in business as well as creating public welfare are clearly defined. Regarding these matters, Georgian and international practical examples and their influence on business digitalization will be covered in this paper.

Main keywords: data processing, data analytics, digital transformation, digital trace, digitalization, big data, business intelligence.