

Midocean University | Faculty of Management
Graduation Project

MIDOCEAN UNIVERSITY
Faculty of Management
Management Department

**Analyzing The Role of Data Analytics
in Business Decision Making
at Almajdouie Motors**

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Chapter 1

General Framework of the Study

1.1. Introduction

The automotive industry in the Kingdom of Saudi Arabia has witnessed remarkable growth in recent years, driven by accelerated economic development and increasing demand for vehicles across various segments. In this context, Almajdouie Motors emerges as one of the leading companies in the vehicle import and distribution sector within the Kingdom. The company provides a wide range of global automotive brands, focusing on meeting local market needs and delivering high-quality after-sales services.

With intensifying competition in the automotive sector, it has become essential for companies to rely on scientific and methodological approaches in their business decision-making. Decisions based solely on intuition and personal experience are no longer sufficient to achieve sustainable success in an environment characterized by rapid change and evolving customer expectations. This highlights the importance of data analytics as a strategic tool that helps management understand market trends, analyze customer behavior, improve operational efficiency, and make informed decisions based on accurate and reliable information.

Almajdouie Motors possesses an extensive database that includes information on daily sales, customer preferences, inventory levels, supplier performance, as well as maintenance service and spare parts data. However, the true value of this data lies not merely in its existence, but in the ability to analyze it and transform it into actionable insights. When this information is analyzed systematically, the company becomes capable of identifying purchasing patterns, forecasting future demand, and improving marketing and pricing strategies.

From a practical perspective, data analytics can contribute to improving various aspects of the company's operations. For example, historical sales data can be used to predict demand for specific car models, helping with inventory planning and avoiding vehicle shortages or surpluses. Customer interactions and feedback can be analyzed to enhance the purchasing experience and after-sales service. Additionally, data can be used to measure the effectiveness of marketing campaigns and identify the most influential channels for reaching the target audience.

This research aims to study and analyze the role of data analytics in improving business decision-making processes within Almajdouie Motors. The focus will be on understanding how data is used at various management levels, identifying challenges the company faces in

implementing effective data analysis, and exploring opportunities to enhance the utilization of these technologies. The study relies on analysis of secondary data available from the company, in addition to reviewing literature and previous studies related to data analytics in the automotive sector.

1.2. Research Problem

Despite significant technological advancement and the availability of sophisticated analytical tools, many companies in the automotive sector in Saudi Arabia face fundamental challenges in effectively leveraging their available data. While these companies possess vast amounts of information about their daily operations, transforming this data into well-informed strategic decisions remains an obstacle for many organizations.

In the context of Almajdouie Motors, the primary problem lies in the gap between the volume of available data and the ability to extract valuable insights that contribute to improving business performance. The company collects diverse information daily about sales, customer preferences, inventory movement, and team performance. However, the process of analyzing this data may not be systematic or comprehensive enough to support strategic decision-making based on strong evidence.

Hence, there is a need for deeper understanding of the role that data analytics can play in improving the quality of managerial decisions. The research problem can be summarized in the following main question: To what extent does data analytics contribute to improving business decision-making processes at Almajdouie Motors?

1.3. Research Significance

The significance of this research stems from several theoretical and practical considerations that make it a valuable addition to academic knowledge and practical applications in business management.

1.3.1. Theoretical Significance

From a theoretical perspective, this research contributes to enriching Arabic literature related to data analytics and its applications in the automotive sector specifically. Despite numerous studies on big data and advanced analytics, studies focusing on the Saudi market and the automotive sector in particular remain limited. The research also provides a conceptual framework clarifying the relationship between analytical capabilities and business decision quality, which may open avenues for future studies in this direction.

1.3.2. Practical Significance

At the practical level, the research provides practical insights that Almajdouie Motors and similar companies in the sector can benefit from. By identifying effective practices in using data analytics, management can develop better strategies to improve operational performance, increase customer satisfaction, and enhance competitive advantage. The

research also helps highlight practical challenges facing the implementation of effective data analysis, enabling companies to take proactive measures to address them.

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