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CASE STUDIES OF SUCCESSFUL COMPANIES USING ANALYTICS FOR GROWTH

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Abstract:
In the digital age, data analytics has become a key growth driver for businesses. This study presents case studies of successful applications of analytics in companies such as Amazon, Netflix, Zara and UzAuto Motors. The case studies demonstrate how analytical tools help companies improve internal processes, enhance customer service, predict demand and make informed strategic decisions. Considerable attention is paid to the impact of business analytics on improving efficiency and competitiveness in both the international and national arenas. It is concluded that organisations that have integrated analytics into their business strategy show more stable growth and better adaptability to market dynamics.

Keywords: business analytics, big data, cases, digitalisation, Amazon, Netflix, Zara, UzAuto Motors, predictive analytics, data-driven management

Introduction

In the digital age, information is acquiring the status of a key asset for businesses. Businesses that have mastered the art of collecting, processing and analysing data are forging ahead in the competition. Data analytics has evolved from a minor add-on to a strategic linchpin of management decisions. Analytics empowers organisations to gain deeper insight into customer needs, improve internal processes, predict market changes and effectively manage risk. The benefits of analytics are particularly evident in companies that have achieved stable growth through its systematic implementation. This paper looks at examples of companies such as Amazon, Netflix, Zara, Sber and UzAuto Motors that have successfully integrated analytical tools into their business models. These examples show that competent

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application of analytics contributes to both rapid growth (profit increase, cost reduction) and long-term business transformation. The main objective of the research is to analyse real-life examples that demonstrate how analytics contributes to the development of companies in different industries and environments, including both mature and emerging markets.

Main part

In the digital age and increasingly competitive landscape, businesses are increasingly turning to data analytics, seeing it as a key tool for sustainability. Analytics provides an opportunity not only to study past events, but also to predict consumer behaviour, improve business processes and make decisions based on actual data rather than subjective feelings. According to a McKinsey & Company study, organisations that actively use analytics show operating profit growth up to 15% higher than their competitors who do not use analytical tools.

One of the clearest examples of the triumphant use of analytics is Amazon. This e-commerce giant has over 310 million active customers worldwide. Analytics is an integral part of Amazon's operations, covering everything from logistics to promotion. Take, for example, the predictive shipping system. By analysing the history of purchases, requests and views, it determines in advance the likely destination of an order. This makes it possible to move goods in advance to a warehouse located in close proximity to the customer, thereby significantly reducing delivery times. According to experts, the introduction of this model has helped Amazon reduce the average delivery time to 1-2 days and optimise logistics costs by about 20%.

Amazon also applies recommendation algorithms. Based on information about previous purchases, search queries and length of stay on the site, users are offered products that are expected to interest them. According to research, up to 35% of Amazon's sales are generated by such recommendations.

Another good example is the streaming platform Netflix, which has over 260 million subscribers in 190 states (current data as of 2024). Netflix accumulates and researches information about users' preferences: what films and TV series they choose, at what time of day, from what gadgets, how often they pause or rewind the

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video sequence. This data is processed using machine learning algorithms. Based on this data, a personalised selection of recommendations is formed. According to the company's own statements, over 80% of the content viewed by users was selected not manually, but thanks to recommendations. In addition, Netflix is actively using analytics to formulate its own content strategy. A striking example is the series 'House of Cards', which received funding thanks to a thorough analysis of user preferences. Data on the popularity of actor Kevin Spacey and director David Fincher was studied, which allowed them to understand what content would be in demand on the platform. This approach ensures risk mitigation, as content is created with a specific audience in mind, predetermined in advance. This, in turn, has led to a significant increase in Netflix customer engagement and retention. For example, for those who receive relevant recommendations, the cancellation rate drops by 15-20%.

An intriguing example of the use of analytics in classic retail is Zara, part of the Inditex group. Unlike most of its rivals, Zara updates its clothing collections up to 24 times a year, while in the fashion world it is normal to update 2-4 times a year. This approach is made possible by a rapid system of information gathering and processing. Shop managers transmit daily information about sales, customer preferences and their actions to the head office. This data enables the company to adjust the assortment in accordance with the current demand, almost in real time. According to statistics, about 85% of Zara products are sold without discounts, which is significantly higher than the industry average, where this level is about 60%. This demonstrates that the company successfully predicts which products will be in demand and minimises stock surpluses.

In Uzbekistan, interest in business analytics is growing, although the process of its implementation is at the initial stage. However, successful cases can already be observed. A vivid example is the company UzAuto Motors, which is a leader in the automotive industry in the region. In recent years, they have been actively mastering BI-systems necessary for analysing sales data, studying consumer preferences, controlling stock balances and assessing the efficiency of dealer networks. For example, by analysing customer preferences in Tashkent and Fergana region, the company was able to optimise the volume of deliveries of various models, which led

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to a 10-12% reduction in logistics costs and a reduction in the number of unsold cars. Business analytics also helps identify promising areas for development, such as market segments with growing demand or territories with insufficient coverage of the customer base.

Conclusion

In an era of digital transformation and fierce global competition, data analysis is becoming a key factor for sustainable development. Case studies such as Amazon, Netflix and Zara demonstrate that these companies have achieved outstanding results through an integrated approach to data collection, processing and subsequent application. By using analytics, they not only optimised their internal processes, but were also able to better understand their customers, react more quickly to changes in market conditions and reduce risks when making strategic decisions. At the same time, the example of UzAuto Motors shows that even in developing economies, analytics can bring tangible benefits if applied thoughtfully and systematically. This proves that analytical tools are in demand not only by transnational companies, but also by national companies, which are oriented towards increasing efficiency and strengthening their competitive position.

So, based on the above, it seems possible to conclude that business analytics nowadays is not only an auxiliary mechanism, but also an integral component of strategic planning. The future of business belongs to those organisations that will be able to make data a profitable asset by using it to make balanced, adaptive and operational management decisions.

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