

## Leveraging Business Intelligence to Optimize Strategic Decision-Making: A Case Study of Emaar Properties

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### **Abstract:**

This paper explores the strategic implementation of Business Intelligence (BI) solutions at Emaar Properties, a leading global real estate developer. By analyzing current processes and proposing tailored BI solutions, the study aims to enhance data-driven decision-making, operational efficiency, and customer satisfaction. The paper identifies critical metrics and evaluates their implications for property management and business strategy.

### **Keywords:**

Business Intelligence, Data Analytics, Emaar Properties, Strategic Decision-Making, Real Estate.