



**ACCOUNTING DEPARTMENT
FACULTY OF ECONOMICS AND BUSINESS
ANDALAS UNIVERSITY**

THESIS

**Evaluating Big Data Analytics Impact on Decision-Making, Forecasting, and
Financial Processes at PT. BPD Sumatera Barat**

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*Submitted to fulfill the requirement in order to obtain Bachelor Degree in
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<p style="text-align: center;">Evaluating Big Data Analytics Impact on Decision-Making, Forecasting, and Financial Processes at PT. BPD Sumatera Barat</p> <p style="text-align: center;">Thesis by: Maysharoh Ufairroh</p> <p style="text-align: center;">Thesis Advisor: Dr. Efa Yonnedi, SE., MPPM., Akt., CA., CRGP</p> <p style="text-align: center;">ABSTRACT</p> <p><i>The study aims to examine the impact of implementing big data analytics on decision-making, forecasting, and financial processes at PT. BPD Sumatera Barat. The research employs a quantitative method, distributing questionnaires to 20 employees from the finance and IT departments. Primary data were used in this study. Data were analyzed using smartPLS software version 4.0. The results indicate that big data analytics significantly enhances decision-making accuracy, improves forecasting processes, and positively impacts financial performance. These findings imply that adopting big data analytics can provide substantial benefits to financial institutions, enhancing their strategic decision-making capabilities and operational efficiency. This research contributes by offering localized insights into big data analytics application in regional banks.</i></p> <p>Keywords: <i>Big Data Analytics, Decision-making, Forecasting, Financial Processes</i></p>			

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