

REVIEWER'S REPORT

Manuscript No.: JNBMS-032

Title: BUSINESS INTELLIGENCE AND DATA ANALYTICS FOR STRATEGIC ORGANIZATIONAL DECISION-MAKING.

Recommendation:

Accept as it is

Accept after minor revision.....

Accept after major revision

Do not accept (*Reasons below*)

Rating	Excel.	Good	Fair	Poor
Originality		✓		
Techn. Quality		✓		
Clarity	✓			
Significance	✓			

Reviewer Id: JPR- 426

Reviewer's Comment for Publication.

The manuscript presents a well-structured review of Business Intelligence and Data Analytics for strategic decision-making. The content is relevant, coherent, and clearly articulated with strong conceptual support. Minor revision is recommended to enhance analytical depth and reduce slight repetition for improved academic rigor and precision.