

Review Form 1.7

Journal Name:	Journal of Scientific Research and Reports
Manuscript Number:	Ms_JSRR_105812
Title of the Manuscript:	Utilizing Big Data Analytics and Business Intelligence for Improved Decision-Making at Leading Fortune Company
Type of the Article	

General guideline for Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guideline for Peer Review process, reviewers are requested to visit this link:

(<https://www.journalsrr.com/index.php/JSRR/editorial-policy>)

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PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Compulsory REVISION comments</p> <p>1. Is the manuscript important for scientific community? (Please write few sentences on this manuscript)</p> <p>2. Is the title of the article suitable? (If not please suggest an alternative title)</p> <p>3. Is the abstract of the article comprehensive?</p> <p>4. Are subsections and structure of the manuscript appropriate?</p> <p>5. Do you think the manuscript is scientifically correct?</p> <p>6. Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</p> <p>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</p>	<p>Yes, Utilization of Big Data Analytics and Business Intelligence is the latest trend in the global business world. So, the research or study related to the big data analytics is more important.</p> <p>Yes, the title is more suitable of this article</p> <p>Abstract comprehensive, however revision required</p> <p>Yes, appropriate structure</p> <p>Yes, scientifically correct</p> <p>Yes, sufficient references provided</p> <p>1. Abstract: Rewrite with purpose, problem, methods, and results of your work 2. Heading Brief History of Walmart need to be improved and explained well. 3. The sub heading Suggestion for Improving Big Data Analytics..., should move to 4th Topic (Data Analytics). 4. Method: need to put it in a proper structure 5. Revise the Conclusion with all the main points that you made throughout your research 6. Overall should improve the format of citation and referencing (less than 5 years)</p>	
<p>Minor REVISION comments</p> <p>1. Is language/English quality of the article suitable for scholarly communications?</p>	<p>The quality of English is appropriate</p>	
<p>Optional/General comments</p>	<p>None</p>	

PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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