

### **Declaration Certificate**

I declare that This Study project has been developed by the kind guidance of my supervisor and my own efforts, and neither part of this project has been copied from any source. No portion of This Study project has been submitted anywhere else for the fulfillment of degree requirements in any other University.

Furthermore, the similarity index/plagiarism report generated by the Bahria University is within range i.e. below 16%.

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## **ABSTRACT**

The objective of this study was to find out the mediating impact of employee competence between business analytics, business intelligence and organization performance. Literature shows that business intelligence and business analytics has significant impact on organization performance. For this purpose data was collected through structured questionnaire from banking sector of Islamabad Pakistan. The middle management was targeted for this study and five point Likert scale was used to analyze the results .the results shows that all five hypothesis were accepted business intelligence and analytics are very important to manage big data. Without business intelligence /analytics and employee competence it might not be easy to achieve the organization performance. Managers can make use of business intelligence and analytics software to manage data , decision making and future forecast. Train their employees to bring efficiency in the organization .

**Keywords:** Business Intelligence , Business Analytics , Employee Competence.