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We are honored to present the inaugural issue of the *Indonesian Journal of Business Analytics (IJBA)*, a peer-reviewed publication dedicated to advancing the understanding and application of data-driven decision-making in the business sector. In a rapidly evolving economic landscape, Indonesia is seeing exponential growth in data generation across industries, leading to a heightened demand for insights derived from business analytics. This journal seeks to bridge the gap between data analysis techniques and practical business applications, providing a platform for the exchange of innovative ideas, research findings, and industry trends.

The mission of the *IJBA* is to serve as a forum for researchers, professionals, and academics to explore critical topics in business analytics, including data mining, machine learning, big data applications, and statistical analysis, with a specific emphasis on the Indonesian market and Southeast Asian business contexts. Through this journal, we aim to promote knowledge sharing that can enhance decision-making processes, operational efficiencies, and competitive advantage for businesses in the region.

Each article published in this issue represents a commitment to rigorous research and the practical implications of analytics in business. We believe that these contributions will be valuable resources for decision-makers, educators, and researchers alike. Our gratitude goes to the dedicated authors, reviewers, and editorial team, whose combined efforts and expertise have made this publication possible.

We invite readers to explore the insights within and hope that the findings shared here inspire further research and development in business analytics in Indonesia and beyond.

Happy reading

**Genesis Sembiring Depari, S.Pd, MBA, Ph.D**

Editor in Chief