Innovative Approaches to Data Analysis in Accounting and Auditing (From Big Data to Data-Driven Solutions)

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Abstract

In the world of accounting and auditing, there are challenges such as unreliable information, repeated accounting tasks, mistakes, and incorrect calculations. To tackle these problems, it is important to look into how modern data analysis technologies, particularly big data, can improve audit processes. This study aims to find opportunities for using innovative data analysis methods in accounting and auditing, with a focus on big data and data-driven decision-making. It explores how new technologies are being used in these fields, emphasizing their role in ensuring high-quality audits. The research also looks at different ways in which information technologies and big data can be used effectively in auditing. Ultimately, the study concludes that auditors need to be skilled not only in accounting and finance, but also in data analysis in order to produce thorough and reliable results.