2018 GLOBAL STATE OF ENTERPRISE ANALYTICS

Data and analytics are playing a crucial role in digital transformation efforts. Leading enterprise analytics initiatives are driving new business model development, greater efficiency and transforming customer experiences. The future belongs to the Intelligent Enterprise.

BENEFITS
Accentuating the Positive

Top 3 ways organizations are using data and analytics:
- To drive process and cost efficiency (60%)
- To drive strategy and change (57%)
- To monitor and improve financial performance (52%)

Top 3 benefits organizations are realizing from their analytics initiatives:
- Improved efficiency and productivity (63%)
- Faster, more effective decision making (57%)
- Better financial performance (51%)

CHALLENGES
Acknowledging Room for Improvement

Top 3 barriers to the more effective use of data and analytics:
- Data privacy and security concerns (49%)
- Access to data is limited across the organization (33%)
- Lack of training (30%)

45% of analytics professionals report that less than half of their organizational data is governed.

PEOPLE
Taking Stock in Talent

64% of enterprise organizations are planning to invest more in hiring data and analytics talent over the next year.

Only **16%** of organizations can currently say that 75% or more of their employees have access to company data and analytics.

TRENDS
Investing and Advancing

64% of organizations are planning to invest more in their analytics initiatives over the next year.

90% say data and analytics are important to their digital transformation efforts.

Top 3 trends having the most significant impact on analytics initiatives:
- Cloud computing
- Big data
- AI/Machine Learning

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