

Research report: Seeking Pervasive Data Intelligence

Overburdened by the complexity

- About three quarters (74%) of respondents whose organisation currently invests in analytics said that the analytics technology is complex.
- Nearly one out of three (31%) say that not being able to use analytics across the whole business is a negative impact of this complexity.
- Nearly half (46%) say that analytics isn't really driving the business because there are too many questions and not enough answers.
- More than half (53%) agree that their organisation is actually overburdened by the complexity of analytics.
- One of the main drivers of this complexity is that the technology isn't easy for all employees to use or understand (42%).

"Unicorn" data scientists are a bottleneck

- Only 25% said that, within their global enterprise, business decision makers have the skills to access and use intelligence from analytics without the need for data scientists.

Future in Pervasive Data Intelligence

- 79% of senior leaders said they need access to more company data to do their job effectively.
- On average, respondents said they are missing nearly a third (28%) of the data they need to do their job effectively.
- 81% agree that they would like analytics to be more pervasive in their organisation.
- More than half (54%) of respondents said their organisation's IT department is using analytics, compared to less than a quarter (23%) who said that the C-suite and board level are doing so.

Who did we interview?



75%

Feel they need data scientists to help business decision makers extract intelligence from analytics