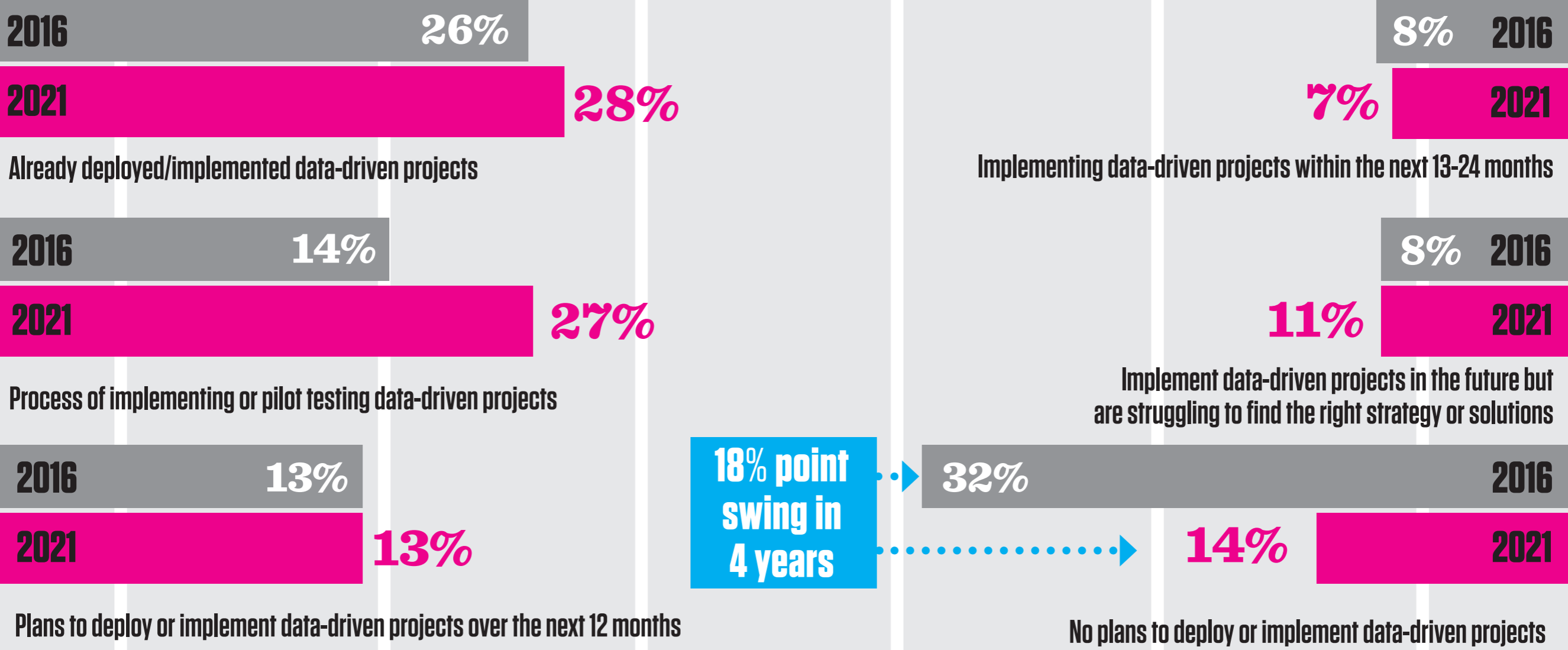# DATA ANALYTICS IS DRIVING THE BUSINESS FORWARD

Tech leaders reveal how their data-driven plans for the coming year.
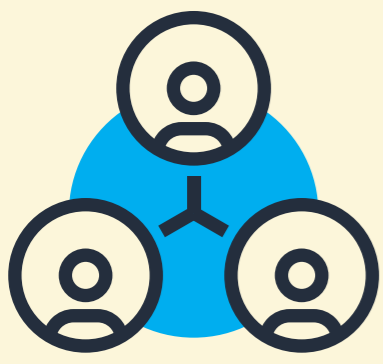
DATA & ANALYTICS ADOPTION GROWS

2016 26%	
2021 28%	
Already deployed/implemented data-driven projects	

8% **2016**	
7% **2021**	
Implementing data-driven projects within the next 13-24 months	

2016 14%	
2021 27%	
Process of implementing or pilot testing data-driven projects	

8% **2016**	
11% **2021**	
Implement data-driven projects in the future but are struggling to find the right strategy or solutions	

2016 13%	
2021 13%	
Plans to deploy or implement data-driven projects over the next 12 months	

18% point swing in 4 years

32% **2016**	
14% **2021**	
No plans to deploy or implement data-driven projects	

WHAT'S DRIVING DATA-DRIVEN INITIATIVES?

- Improve internal business processes
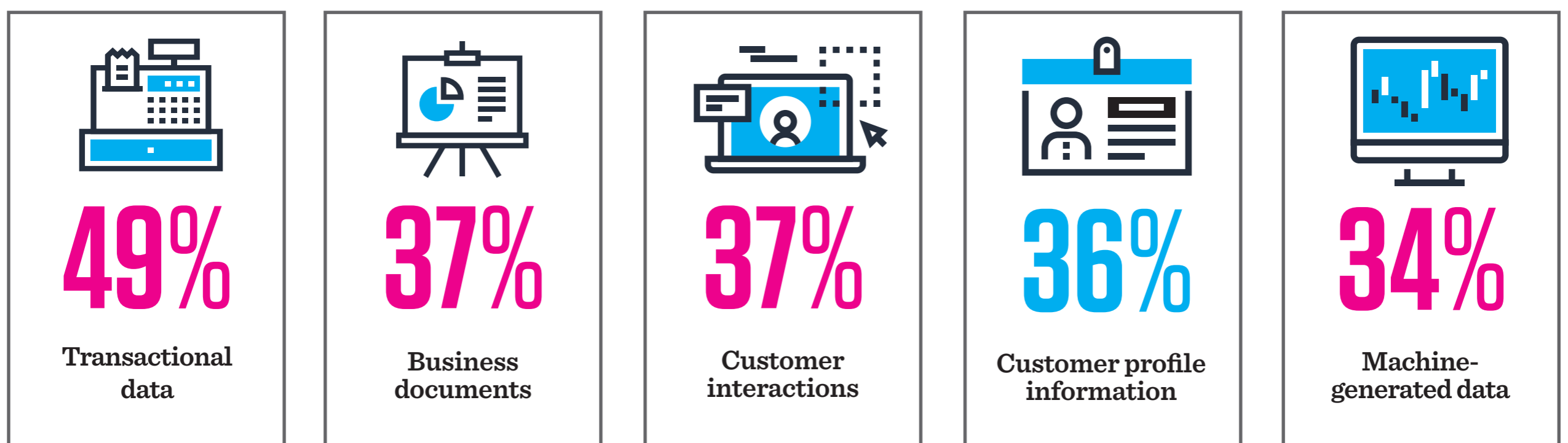- Improve customer insight & engagement
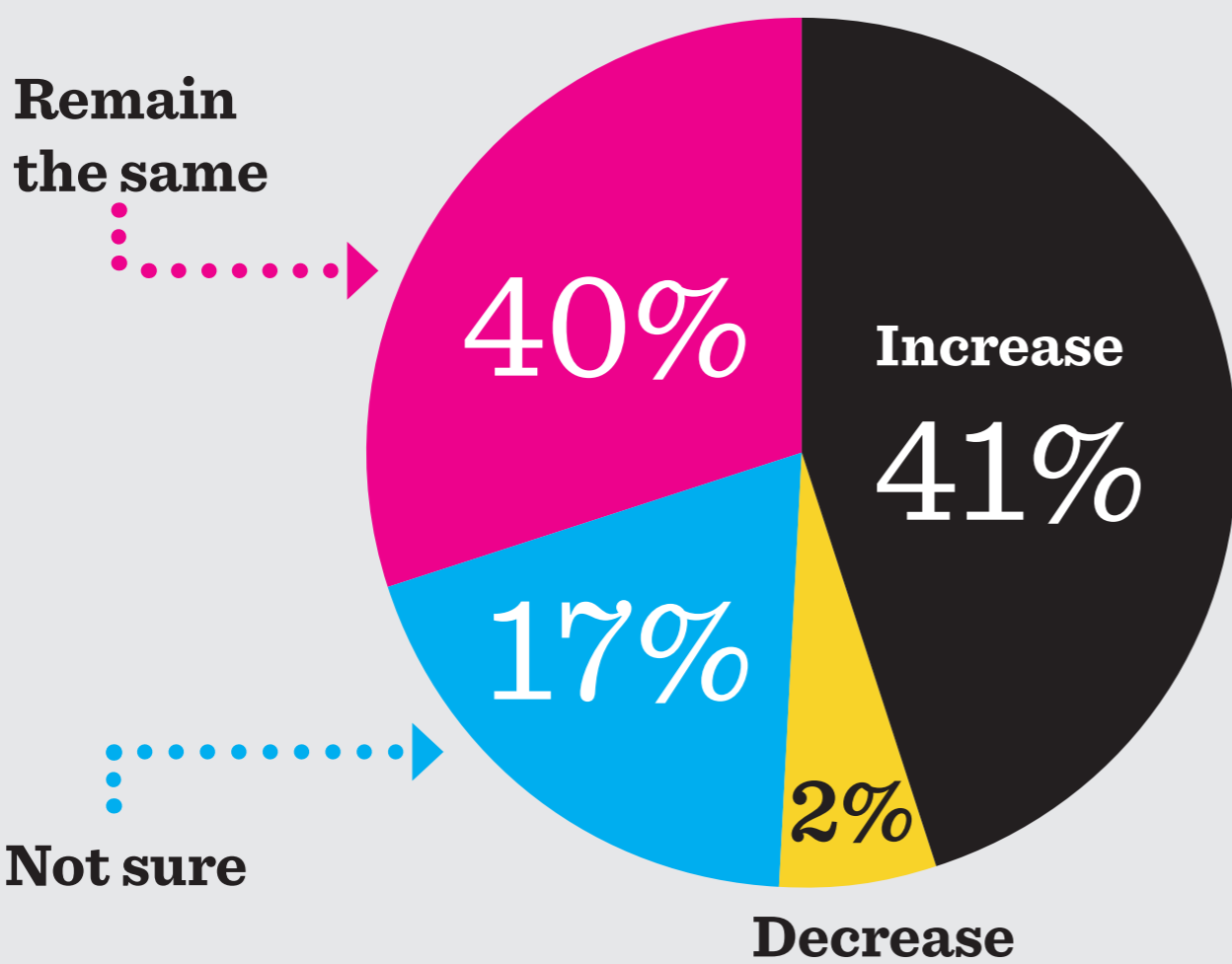- Improve customer service/ support
- Improve existing products
- Improve IT operations

TOP TYPES OF DATA USED FOR BUSINESS ANALYSIS

49%	**37%**	**37%**	**36%**	**34%**
Transactional data	Business documents	Customer interactions	Customer profile information	Machine-generated data

THE FUTURE OF DATA INVESTMENT

- Remain the same **40%**
- Increase **41%**
- Not sure **17%**
- Decrease **2%**

AVERAGE SPEND ON DATA-DRIVEN INITIATIVES:
$11 Million
OVER THE NEXT 12 MONTHS