

Data and analytics projects

How do you compare?

With applied Data and Analytics (D&A) promising great advantages to organisations of all sizes, we wanted to find out what contributes to a successful Data & Analytics strategy. So, in association with Computing, we surveyed 136 senior IT decision-makers across the private and public sector. And these are the headline findings...



Strategy

25% of respondents have a well-defined Data & Analytics strategy and a further **44%** are developing one.

Data & Analytics is adding value across the enterprise. **66%** of organisations are using Data & Analytics to improve efficiency, **58%** the customer experience and **47%** compliance.

Ownership of D&A projects

IT and Business functions are working collaboratively across most Data & Analytics areas with **42%** of organisations reporting that IT and business functions are working together during project initiation and business case development.



Maturity

We asked decision-makers for their level of Data & Analytics maturity. Despite only **12%** reaching an optimised level, **45%** of organisations felt their Data & Analytics was well managed.

For existing projects, whilst only **17%** were completed on time, **67%** of projects went on to either met or exceed the original specification.



Key factors for success

Organisations claimed traditional investment areas like data management, data quality and security are still fundamental to success.

42%

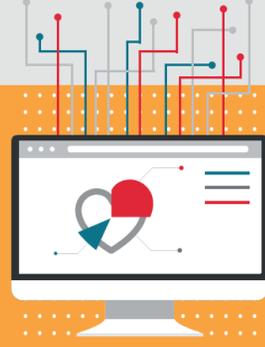


63% of organisations could benefit from implementing stronger governance across their Data and Analytics projects.

90% of organisations could be more successful by working towards a **clear business outcome**.

38%

of organisations could be benefiting from third party expertise to help simplify their Data and Analytics projects. **55%** had legacy issues, **50%** Data Quality concerns, **43%** Management Structure challenges and **27%** Skills gaps. Therefore showing the breadth of complexity of these initiatives.



What's next?

When asked about future initiatives, organisations expect to gain the most value from real-time decisioning and predicting future behaviour.

88%

of organisations are looking for further optimisation, with many looking for third party expertise to secure early business benefits.