Infographics of Big Data Survey

(small print: Source: Big Data Survey 2015, 186 participants)

# Organization

## 1: Opportunities of data

92% of organizations say that the opportunities of data for their organization are big

## 2: Budget

69% of organizations will increase their budget for big data in 2016

## 3: Most important success factors

The most important factors of a successful implementation of a big data strategy are

- Company Vision (28%)

- Support from the management (19%)

These factors are more important than Budget, Training, Talent

## 4: Is Big Data part of your organization strategy?

37% agree

27% partially agree

11% partially disagrees

12% totally disagrees

# Data

## What are the biggest challenges in the field of data?

Only 8% of organizations find optimizing a predictive model the most difficult challenge in the field of data. Top 3 challenges are:

* Time to experiment (18%)
* Making data available (15%)
* Investing in data scientists (14%)

## Most used data sources

The most used data sources are

* CRM / Customer data (18%)
* Website statistics (18%)

Least used are

* Audio (2%)
* Video (5%)
* Images (6%)

## 3. Data Security

Are data stored securely within your organization?

25% agrees

32% partially agrees

12% partially disagrees

7% totally agrees

# Technology

## Type of software used

45% use a mix of open source software & licensed software

the rest is divided equally between licensed software and open source

## Most popular technologies

Hadoop (21%)

Python 10%

SAP 8%

SPSS 7%

RStudio 7%

SAS 6%

# Skills

## 1: What grade would you give the level of knowledge within your organization?

The average grade is a 6- on a scale of 10.

## 2: What function profiles does your data team consist of?

Over 60% of organizations employ business analysts and/or data analysts

Only 38% of organizations employ data scientists, 17% is planning to hire data scientists within the next year.

# Process

## Data ethics and value

Only 10% of participants think that consumers are well aware of the data trail they are leaving behind.

Luckily, 82% of participants agrees that companies are responsible for collecting data ethically.

Two third of all participants expects that in the future consumers can use data als a form of currency.

## To what extent do you personalize your website?

46% does not personalize its website

29% does this manually

15% personalizes based on historical data

11% is able to personalize the website in real-time based on current visitor behavior

## What do you use data for?

Top 3:

Marketing 19%

Online 16%

Market analysis 14%

Bottom 3:

HR 3%

Finance and administration 4%

Supply chain & Logistics 5%

## Are companies planning to use advanced methods, like deep learning, artificial intelligence and predictive models?

17% is already using these methods

40% expects these methods to be in production within 3 years