

Evidence Based Big Data Benchmarking to Improve Business Performance

Big Data Analytics

Big Opportunities for EU Companies



presented in the report <u>D2.2</u> of DataBench Project. Level of adoption of BDA solutions by EU businesses

This infographic presents the results of a survey carried out by DataBench, between September and October of 2018, on 700 European businesses in 11 EU Member States about Big Data Analytics (BDA). The detailed analysis is

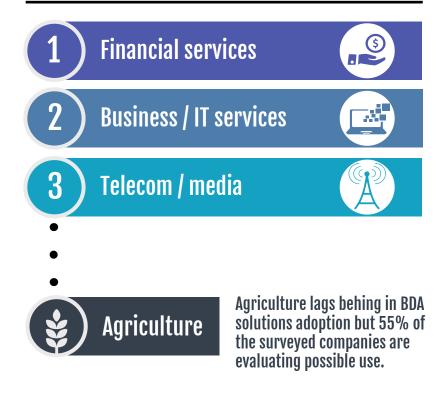


Companies considering or evaluating BDA for future use 34% 66% **EU Companies** using BDA solutions n=700 (number of surveyed companies, 2018) Level of adoption of BDA solutions by Industry and Business Area

Business Areas

Top 3 using BDA solutions

Industry



Top 5 using BDA solutions

Marketing



Telecom / media Agriculture n=65

n=78

Business Goals driving BDA Adoption

Financial Services

Business/IT services n=77

respondents seem to have a stronger focus on business and market

Demand for BDA solutions is driven by multiple business goals, but

44% - business process to optimize operations

Measuring Business Impact with BDA solutions

to gain insight

on their

strategies

43%



- markets competitors

Moderately relevant Extremely relevant

DataBench conceptual framework has selected 7 main KPI categories measuring the most relevant business impacts. EU businesses surveyed consider

Less relevant

> Time Efficiency (42%) > Revenue Growth (41%) > Increase of # of new products /

> Business Model Innovation (30%) > Cost reduction (25%)

services launched (34%)

> Product/Service Quality (55%)

> Customer Satisfaction (53%)

Cost reduction

Time efficiency

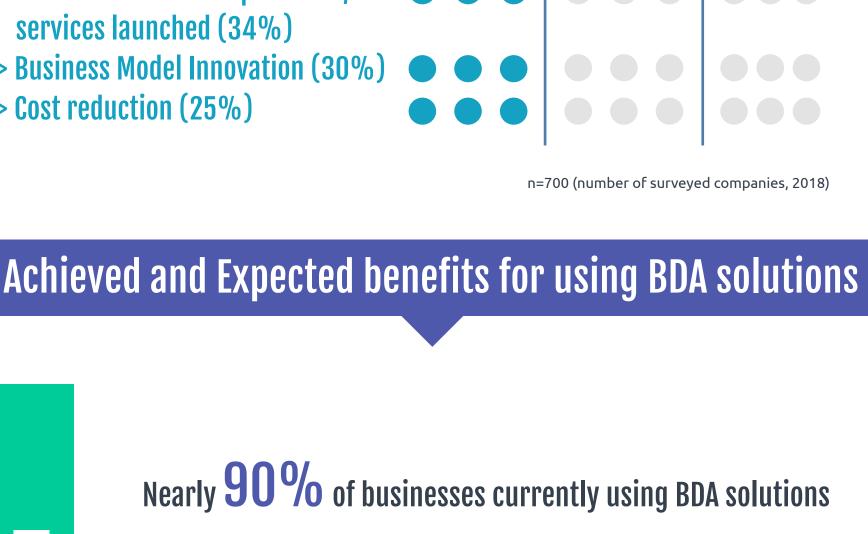
Revenue growth

Product / service quality

Customer satisfaction

Business model innovation

Number of new products/ services



n=225 (number of surveyed companies currently using BDA solutions, 2018)

<25%

n=700 (number of surveyed companies, 2018)

<50%

>50%

<10%

Actual expect a 6.5% of increase in profits and revenues, with a 5% reduction in costs.

have achieved a moderate or high level of impact/benefits, and

Expected (2020)

Predictive

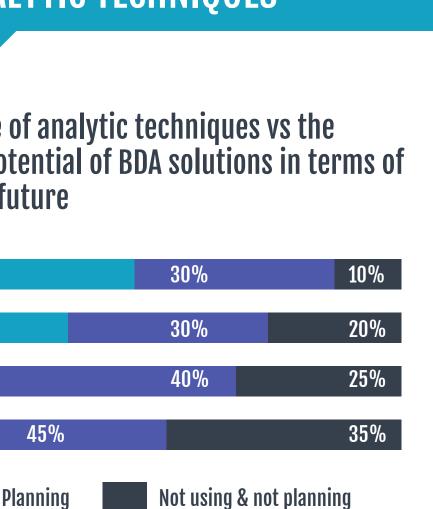
Prescriptive

CURRENT USE OF ANALYTIC TECHNIQUES The difference between the current use of analytic techniques vs the expected one demonstrates the huge potential of BDA solutions in terms of predictive and prescriptive uses in the future **Descriptive** 60% **Diagnostic** 50%

35%

20%

Currently using



n=700 (number of surveyed companies, 2018)

SKILLS GAP

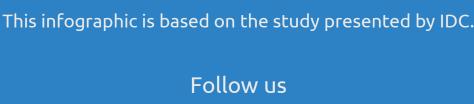
Even though the data shows the extremely high relevance of BDA for business usage, companies are facing a big data skills gap

Data scientists and modelers Staff educators/trainers

Business analysts/consultants

Software engineers





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