This infographic is based on the study presented by IDC.

Evidence Based Big Data Benchmarking to Improve Business Performance

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Release #1

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 presented in the report D2.2 of DataBench Project.

n=700 (number of surveyed companies, 2018)

Financial Services  n=65
Business/IT services  n=77
Telecom / media  n=78
Agriculture   n=65

Agriculture lags behind in BDA solutions adoption but 55% of the surveyed companies are evaluating possible use.

The difference between the current use of analytic techniques on the one hand and the expected use of BDA solutions in terms of predictive and prescriptive uses is huge.

Big Data Analytics

Big Opportunities for EU Companies

Level of adoption of BDA solutions by Industry and Business Area

Business Goals driving BDA Adoption

to optimize
- business processes
- operations
- gain insight on their
- markets
- competitors

Achieved and Expected benefits for using BDA solutions

SKILLS GAP

Business analysts/consultants
Software engineers
Data scientists and modelers
Staff educators/trainers

Nearly 90% of businesses currently using BDA solutions have achieved at least a level of high impact/benefits, and expect a 6.5% increase in profits and revenues, with a 5% reduction in costs.

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

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Cost reduction
- Time efficiency
- Product/service quality
- Service quality growth
- Customer satisfaction
- Business model innovation
- Number of new products/services launched
- Increase of # of new products/services launched

Measuring Business Impact with BDA solutions

> Product/Service Quality (55%)
> Customer Satisfaction (53%)
> Time Efficiency (42%)
> Revenue Growth (41%)
> Increase of # of new products/services launched (34%)
> Business Model Innovation (30%)
> Cost reduction (25%)

Current Use of Analytic Techniques

Descriptive
- Planning
- Not using & not planning

Predictive
- Planning
- Not using & not planning

Prescriptive
- Planning
- Not using & not planning

Achieved and Expected benefits for using BDA solutions

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