

TAKE ANALYTICS TO THE NEXT LEVEL

USING ANALYTICS ISN'T ENOUGH

The percentage of respondents who believe analytics creates a competitive advantage for their organization has leveled off.



TIME TO STEP IT UP

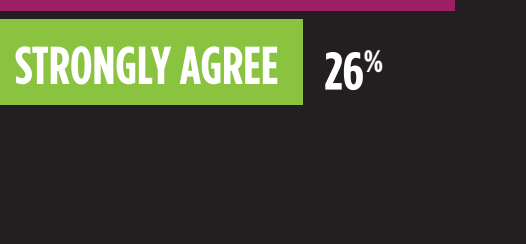
The vast majority of respondents believe their organizations need to be doing more with analytics.



It is important for my organization to step up its use of analytics to better make decisions.



My organization relies more on management experience than data analysis when addressing key business issues.

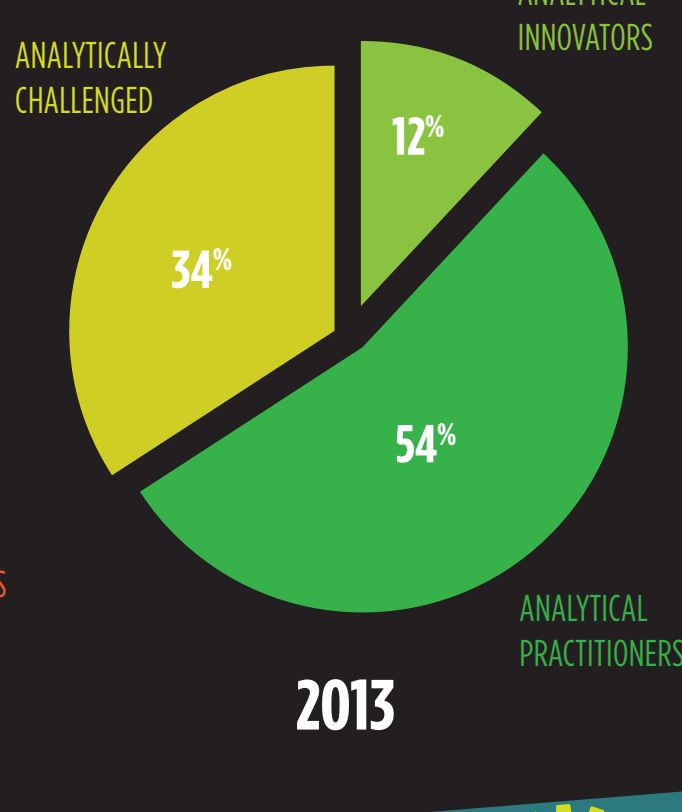
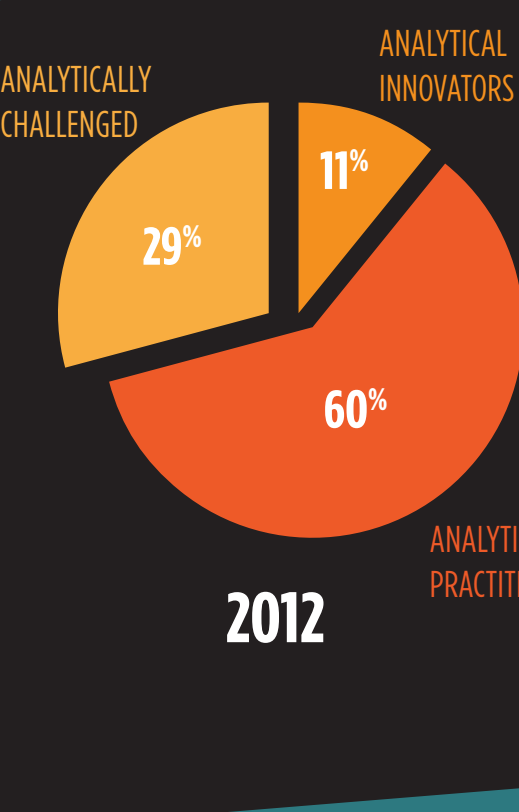


There is pressure from senior management for the organization to become more data-driven.



DON'T GET LEFT BEHIND

Respondents fall into three levels of analytical sophistication, depending on their culture, actions, and outcomes. The number of companies in the "challenged" category is on the rise.

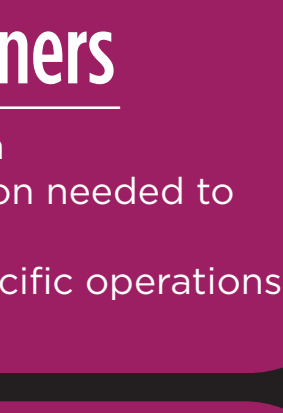


3 PHASES OF SOPHISTICATION



Analytically Challenged

- Relying on management experience over data
- Focusing on analytics for cost reduction
- Having difficulty with data quality, management, and access



Analytics Practitioners

- Working to be data-driven
- Collecting more information needed to make decisions
- Applying analytics for specific operations

Analytical Innovators

- High levels of data management and analytics skills
- Applying analytics strategically
- Analytics culture driven by senior management

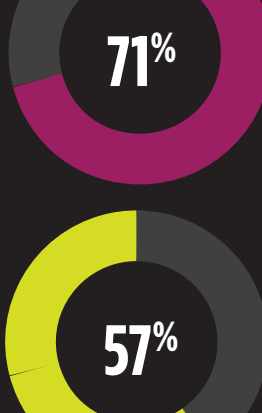


INVEST FOR SUCCESS

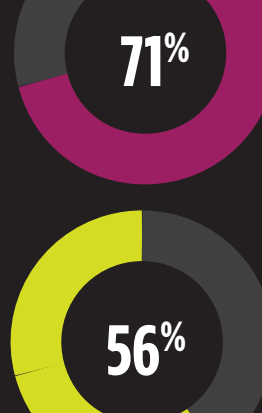
Innovators are most likely to have invested in analytics technology and training this year.



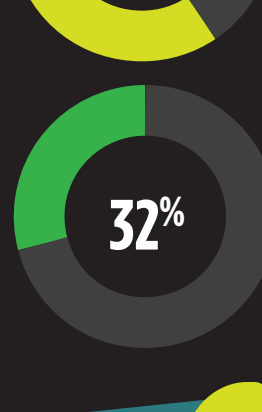
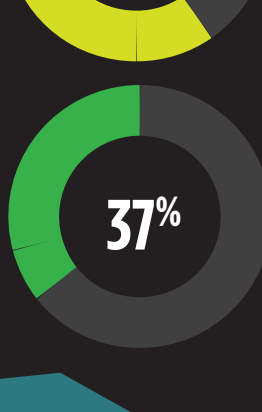
INNOVATORS



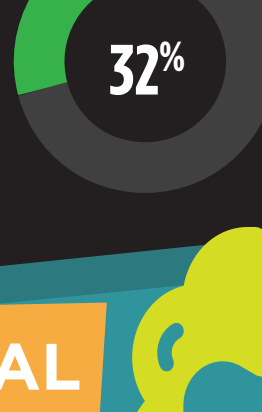
Training



PRACTITIONERS



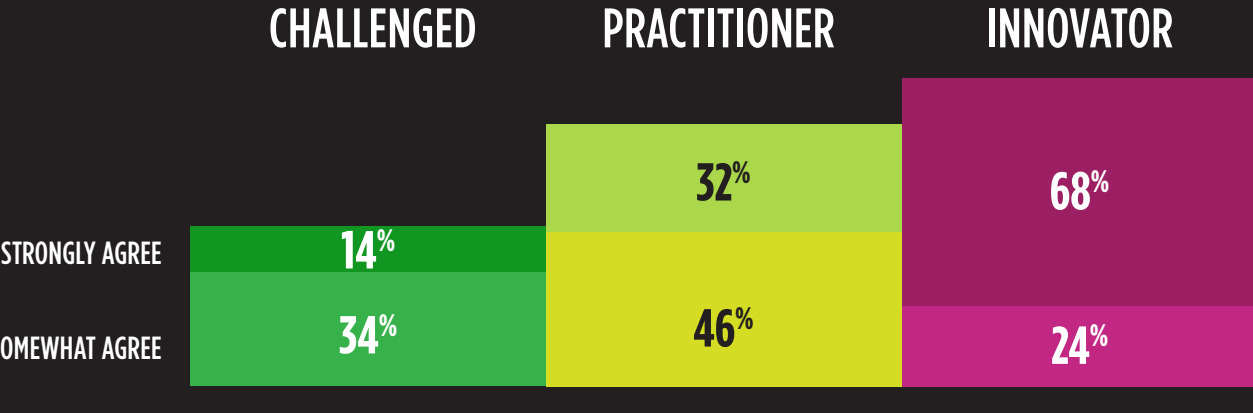
CHALLENGED



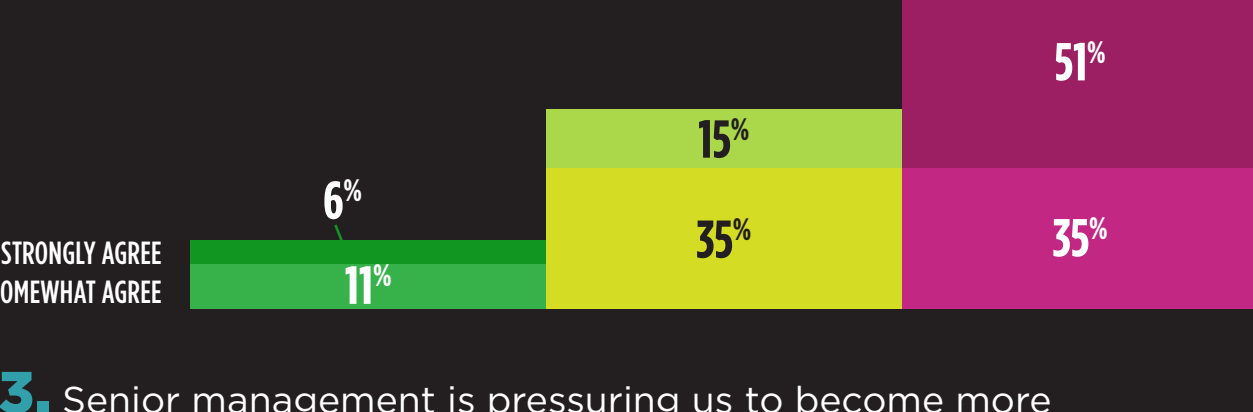
5 HABITS OF ANALYTICAL INNOVATORS



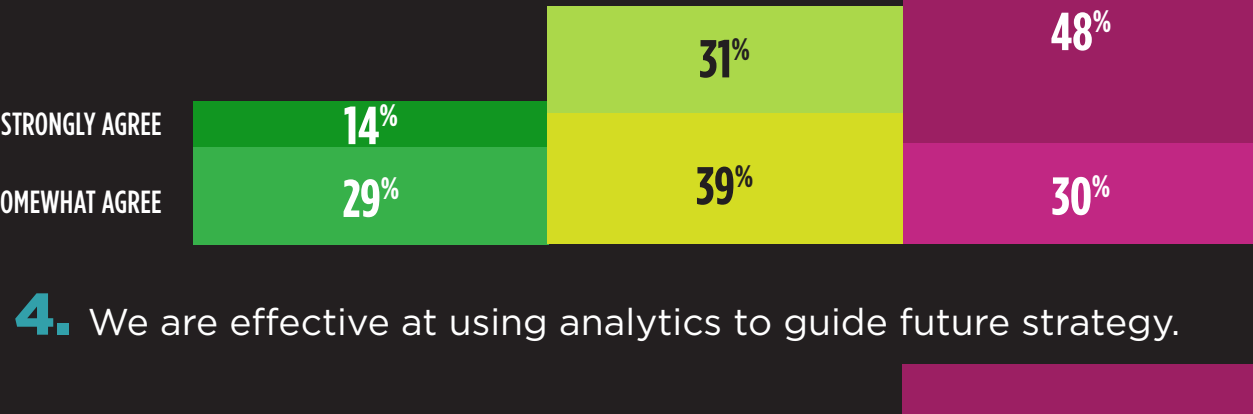
1. We are open to new ideas that challenge current practices.



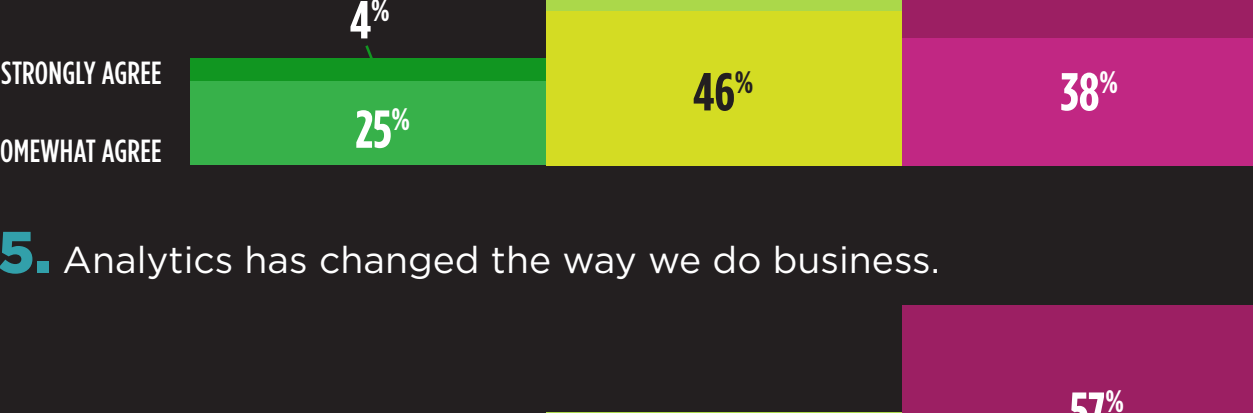
2. We view data as a core asset.



3. Senior management is pressuring us to become more data-driven and analytical.



4. We are effective at using analytics to guide future strategy.



5. Analytics has changed the way we do business.



BOTTOM LINE: PULL AHEAD, CASH IN

Analytical innovators say their use of analytics is more advanced than their competitors, and that correlates with year-over-year (YOY) financial success.



Ahead of competition



Improved revenue YOY



sponsored by **sas**

brought to you by **All Analytics**

Source: 2014 Data & Analytics Global Executive Study and Research Report, "The Analytics Mandate," MIT Sloan Management Review and SAS; results compiled from 2,037 survey respondents.