

Big Data Analytics = Big Opportunities for EU Companies

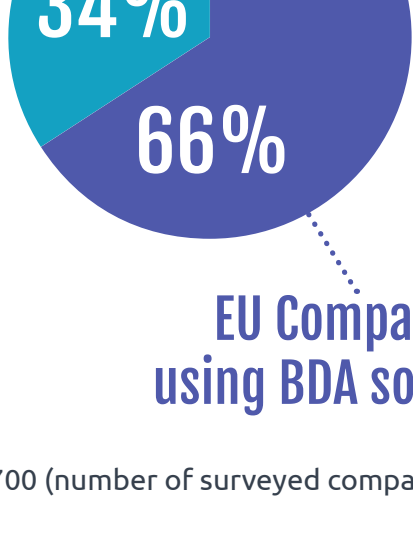


This infographic presents the results of a survey carried out by DataBench, between September and October of 2018, on 700 European businesses in 11 EU Member States about Big Data Analytics (BDA). The detailed analysis is presented in the report [D2_2](#) of DataBench Project.

Level of adoption of BDA solutions by EU businesses



Companies considering or evaluating BDA for future use



EU Companies using BDA solutions

n=700 (number of surveyed companies, 2018)

Level of adoption of BDA solutions by Industry and Business Area

Industry

Top 3 using BDA solutions

- 1 Financial services
- 2 Business / IT services
- 3 Telecom / media

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

Business Areas

Top 5 using BDA solutions

- 1 Marketing
- 2 Customer service support
- 3 IT and data operations
- 4 Product management
- 5 Maintenance and logistics

n=700 (number of surveyed companies, 2018)

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

Business Goals driving BDA Adoption

Demand for BDA solutions is driven by multiple business goals, but respondents seem to have a stronger focus on business and market strategies

44% to optimize



- business process
- operations

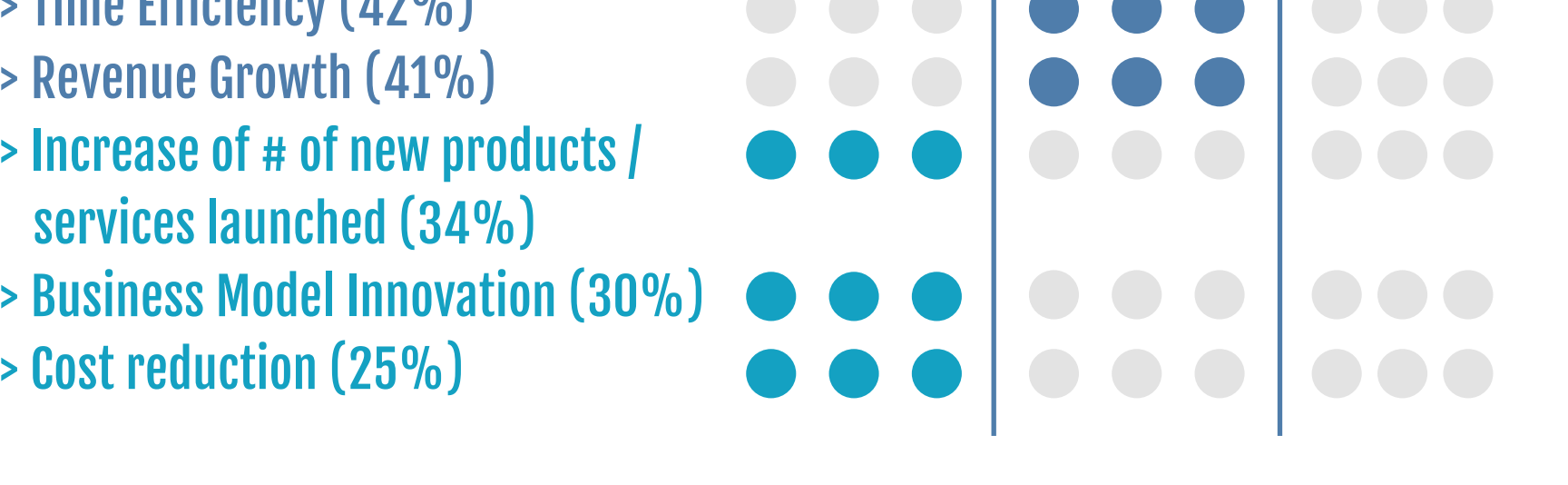
43% to gain insight on their



- markets
- competitors

Measuring Business Impact with BDA solutions

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



n=700 (number of surveyed companies, 2018)

Achieved and Expected benefits for using BDA solutions

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

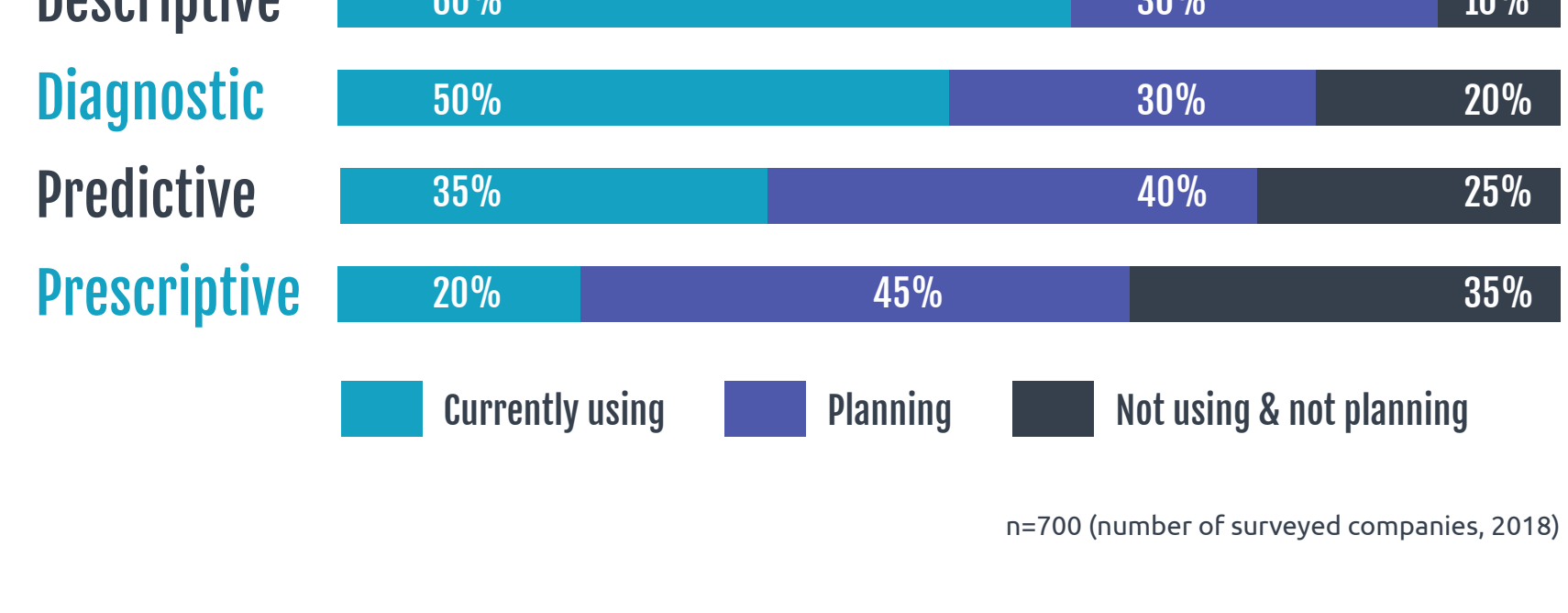
n=225 (number of surveyed companies currently using BDA solutions, 2018)



n=700 (number of surveyed companies, 2018)

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



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

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

