The State of Data-Driven Culture for Better Business Decisions



Despite half of organizations having implemented As more business decisions are being made based

and improving productivity.

Establishing a Data Culture

enable them to survive in our digital world. As of 2020, **50% of organizations worldwide are**

on data, companies need to adopt a data culture to

implementing data-driven decision-making – an increase of 12% in comparison to the two years previous.

Whether a company is implementing this type of decision-making or not, there is still a long way to go. We explore and analyze the importance of a data-driven culture in today's digital world.

of a data culture is still in the early stages. Percentage of organizations worldwide establishing a data culture from 2019 to 2022:

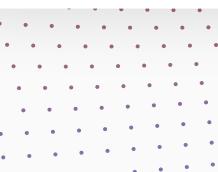
data-driven decision-making, the establishment



2019

19.3% 28.5% 2022





Offensive

It is imperative that companies focus on doing so, however, since it

can add value in terms of increasing revenue, cutting hidden costs,

Big data and AI play some of the most

Business Drivers

There are many key factors that have been driving investments into these areas

vital roles in data and analytics activities.

in the past years and can be categorized as either offensive or defensive. Offensive factors driving investments are transformation, innovation, and

competitive advantage, while defensive

factors reflect efforts to save costs and adhere to regulations.

91.7% 89.0% **82.7**%

offensive and defensive factors from 2019 to 2022

Percentage of investments into Al and big data driven by

Defensive

51%





While companies are still primarily focused on the offensive benefits

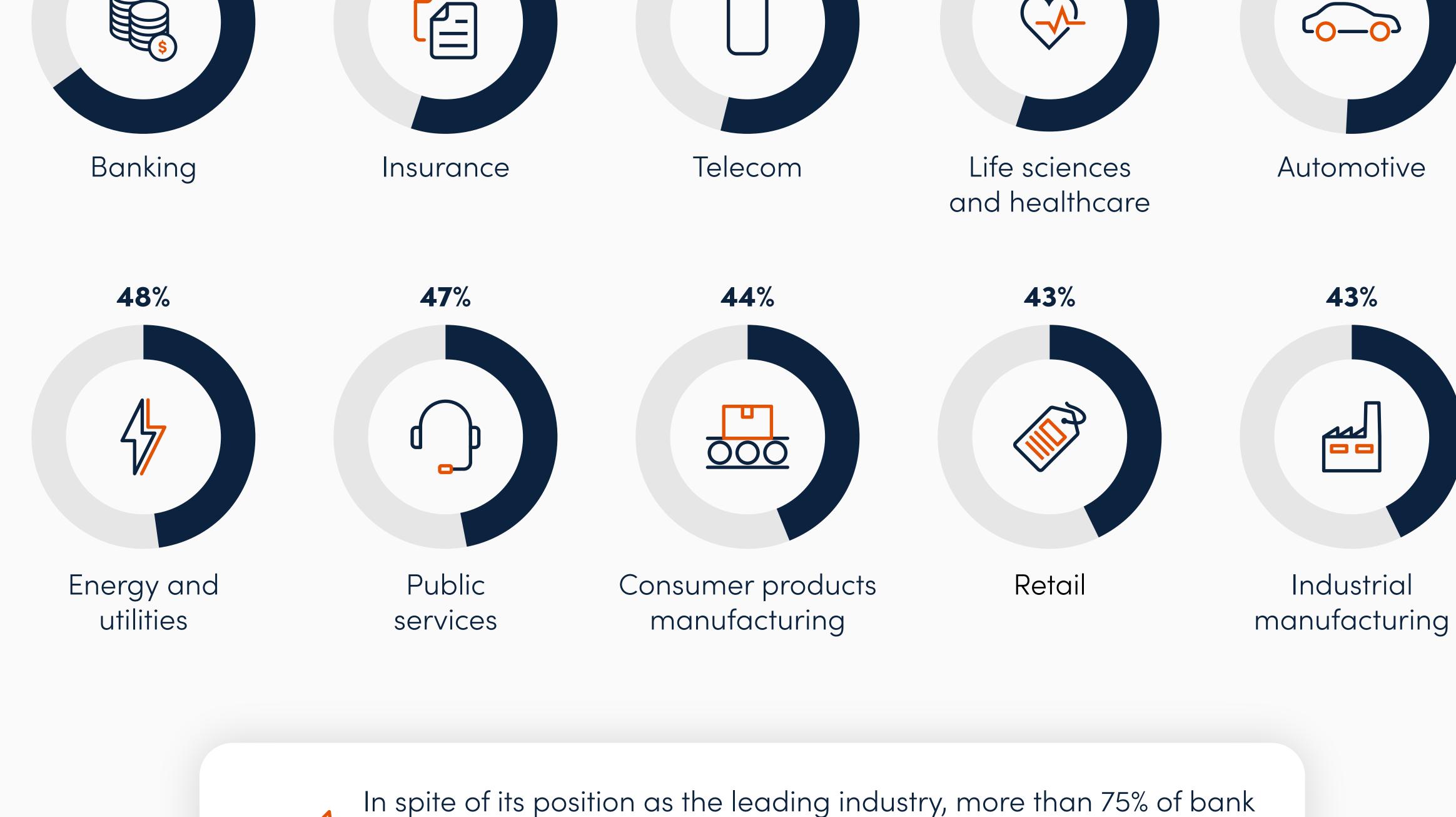
of investments, defensive factors are gaining in importance.

Data-driven decision-making in organizations worldwide as of 2020, by sector

Leading Industries

65% **55% 54**% **53**%

The banking industry is one of the leading sectors in deploying data-driven decision-making.





Data Cultures in Practice

executives believe that outdated systems, data duplication, and

to invest in more effective data solutions.

manual processes slow down data handling, highlighting the need

This is because organizations with data cultures are:

more likely more likely more likely more likely to use data in to use data in to use data in to use data in major decisions their approach daily meetings support proposals to work

In general, CEOs are advocates of data cultures and 83% wish for their companies to be more data driven.



4.6 times



6.3 times



Data quality

ROI from D&A

Data sharing in particular will become a key consideration in

forming a strong data culture, with those companies doing so

investments

8.1 times



51%

44%

43%

46%

Robotic process

automation

24%

Augmented

reality

10.7 times



As of last year, 72% were either leading or

heavily involved in these sorts of initiatives.

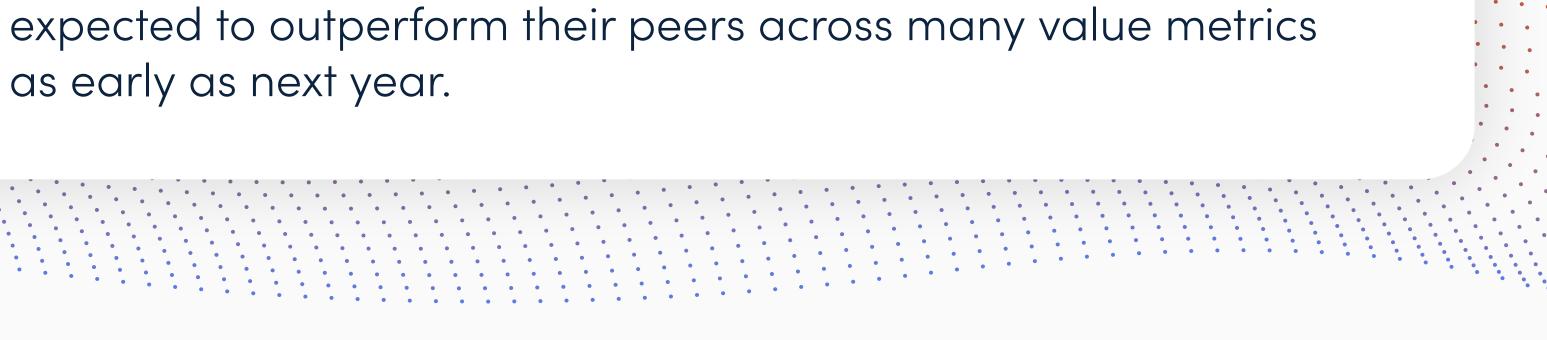
However, their top objectives still concerned

Business Goals

data cultures.

Digital Initiatives

Data sharing data quality and sharing.

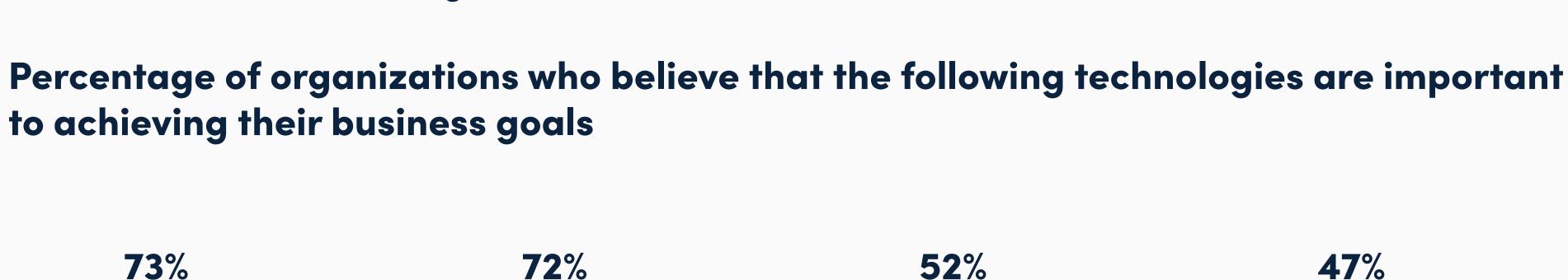


47%

Internet of Things

25%

Data and analytics leaders' top objectives



SaaS

28%

to achieve their business goals.

AI/ML

26%

SaaS, big data, and AI/ML are the leading technologies that are helping organizations





analytics, increases of up to 25% in EBITDA can be observed.

Find out the easiest way to define, monitor, and maintain data across

your organization with Accurity.

Big data

28%



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