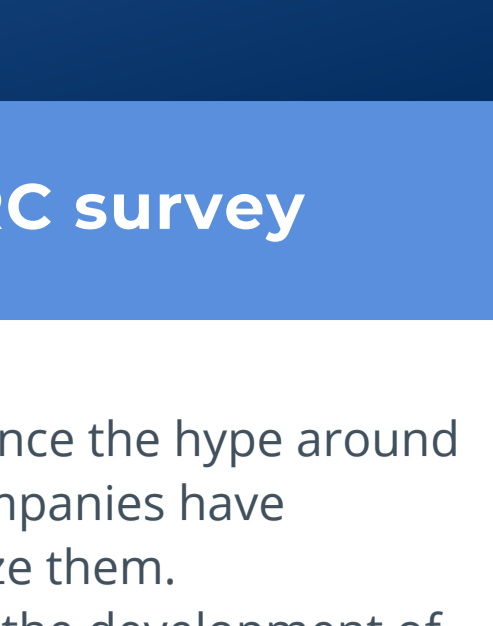


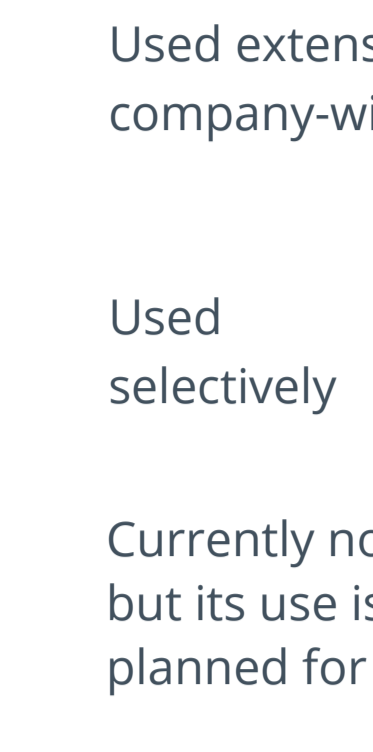
THE FUTURE OF ANALYTICS

ASSISTED AND AUTOMATED, BUT THE HUMAN REMAINS IN CONTROL



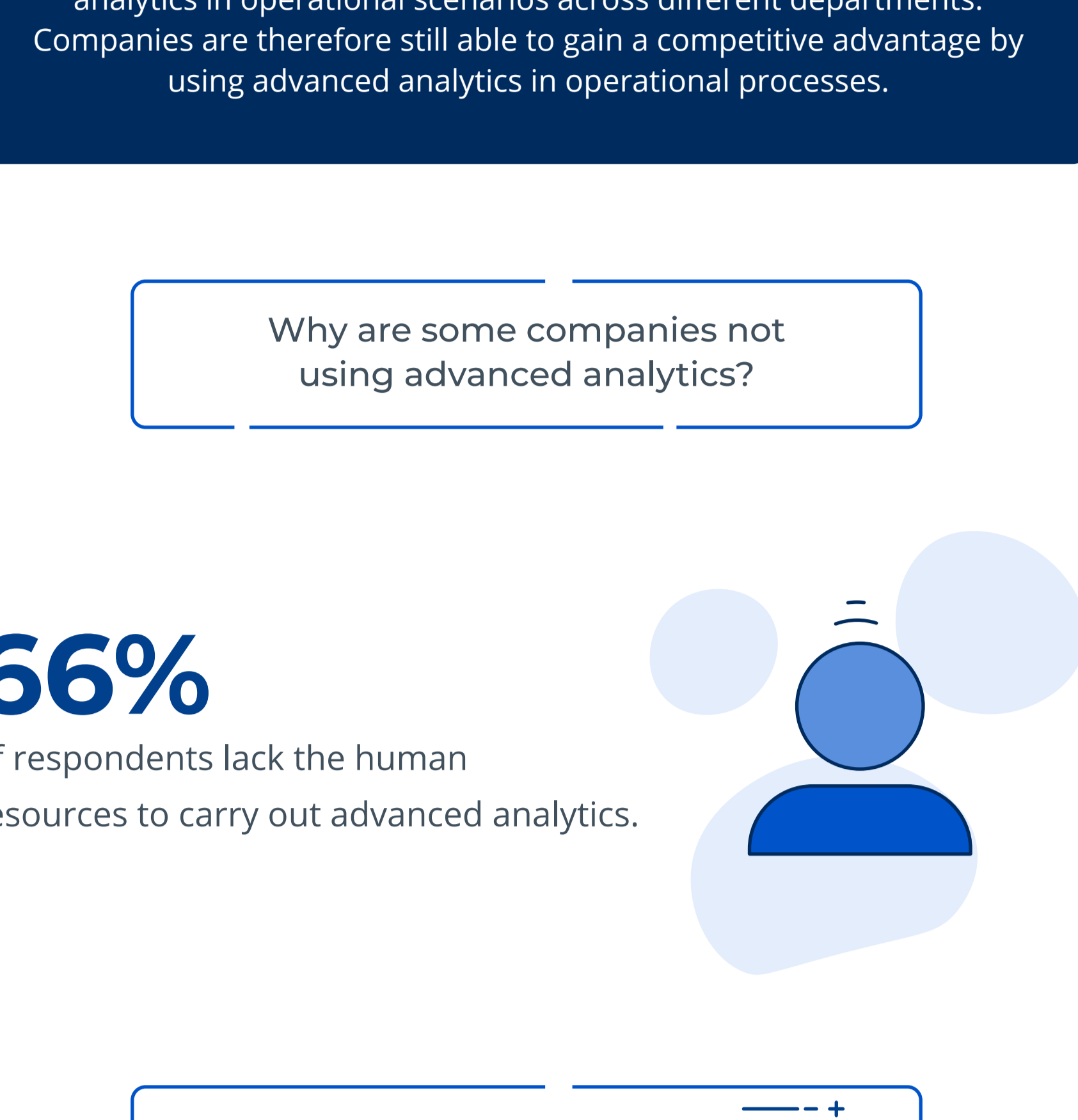
Four key findings from the BARC survey

Advanced analytics has come a long way in recent years since the hype around big data ignited. Since then, a considerable number of companies have prototyped analytics solutions and sought to operationalize them. This global user survey examines the future prospects for the development of advanced analytics in terms of its role for companies, relevant user groups, processes and technologies. This infographic depicts the highlights of this global survey of 317 participants.



Adoption of advanced analytics is growing steadily, heavy users are still an early majority

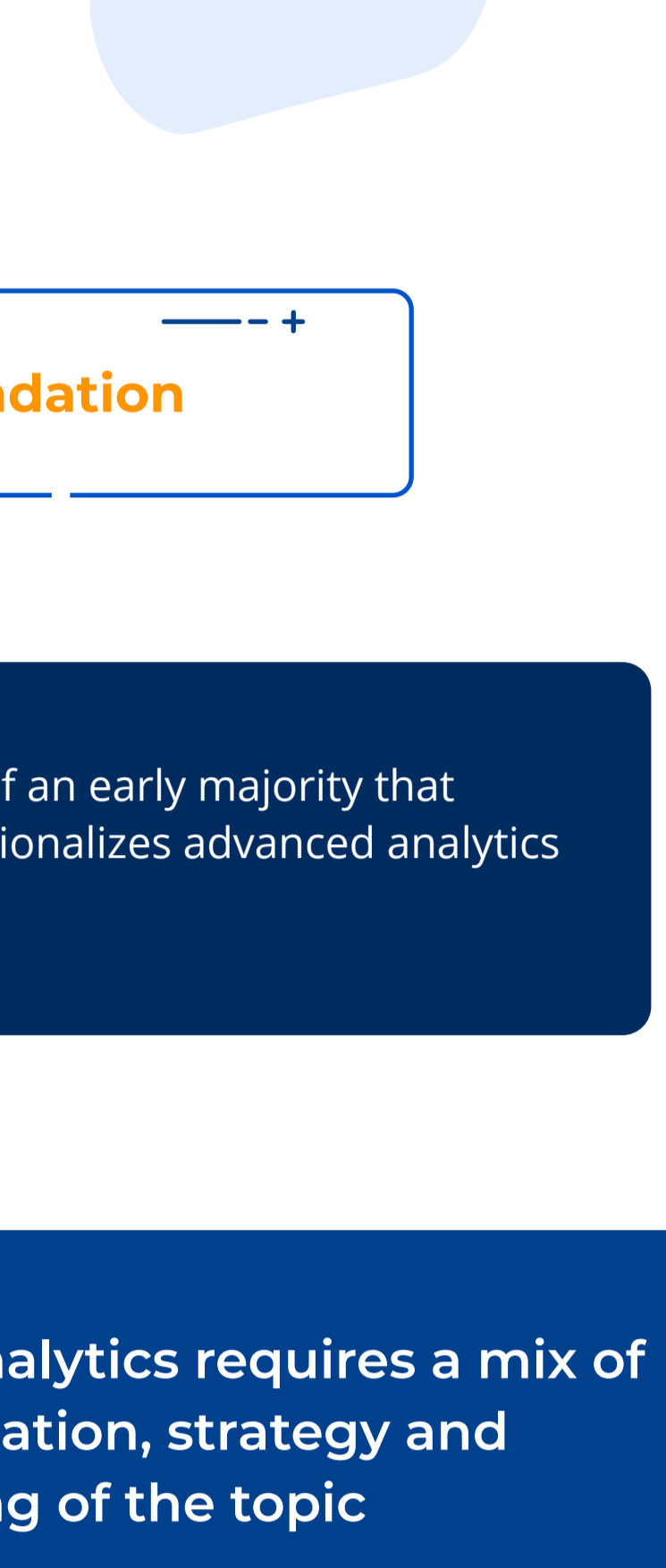
To what extent is advanced analytics used in companies?



20 percent of our survey respondents are using advanced analytics in operational scenarios across different departments. Companies are therefore still able to gain a competitive advantage by using advanced analytics in operational processes.

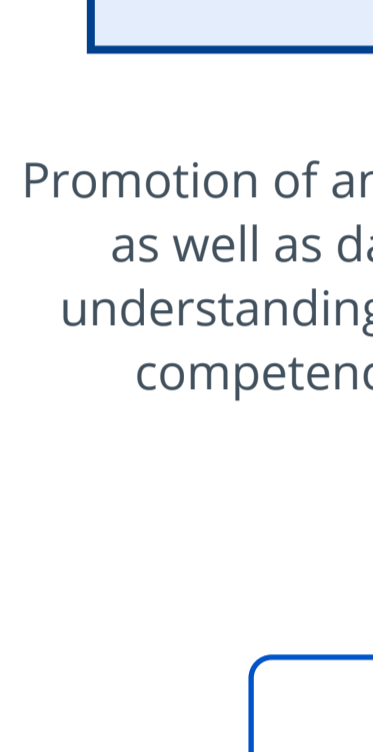
Why are some companies not using advanced analytics?

66% of respondents lack the human resources to carry out advanced analytics.



BARC recommendation

Start now and be part of an early majority that implements and operationalizes advanced analytics across the company.



Implementing analytics requires a mix of technology, education, strategy and internal marketing of the topic

TOP 3 requirements for the successful use of advanced analytics:



What should companies invest in when it comes to advanced analytics?



64% of companies state that improving data management is a top investment priority.

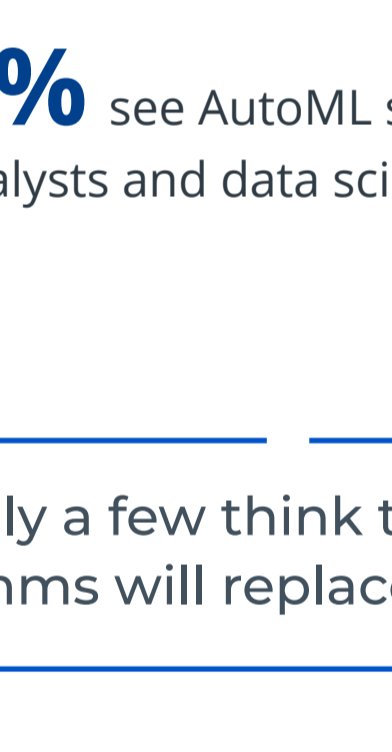
Using advanced analytics across the entire company only works when data access and governance is right and when enough users possess the relevant skills. Improving data management and employees' skills with training are therefore top investment priorities.

BARC recommendation

Get the mix of tools and education right. And don't forget a data strategy.

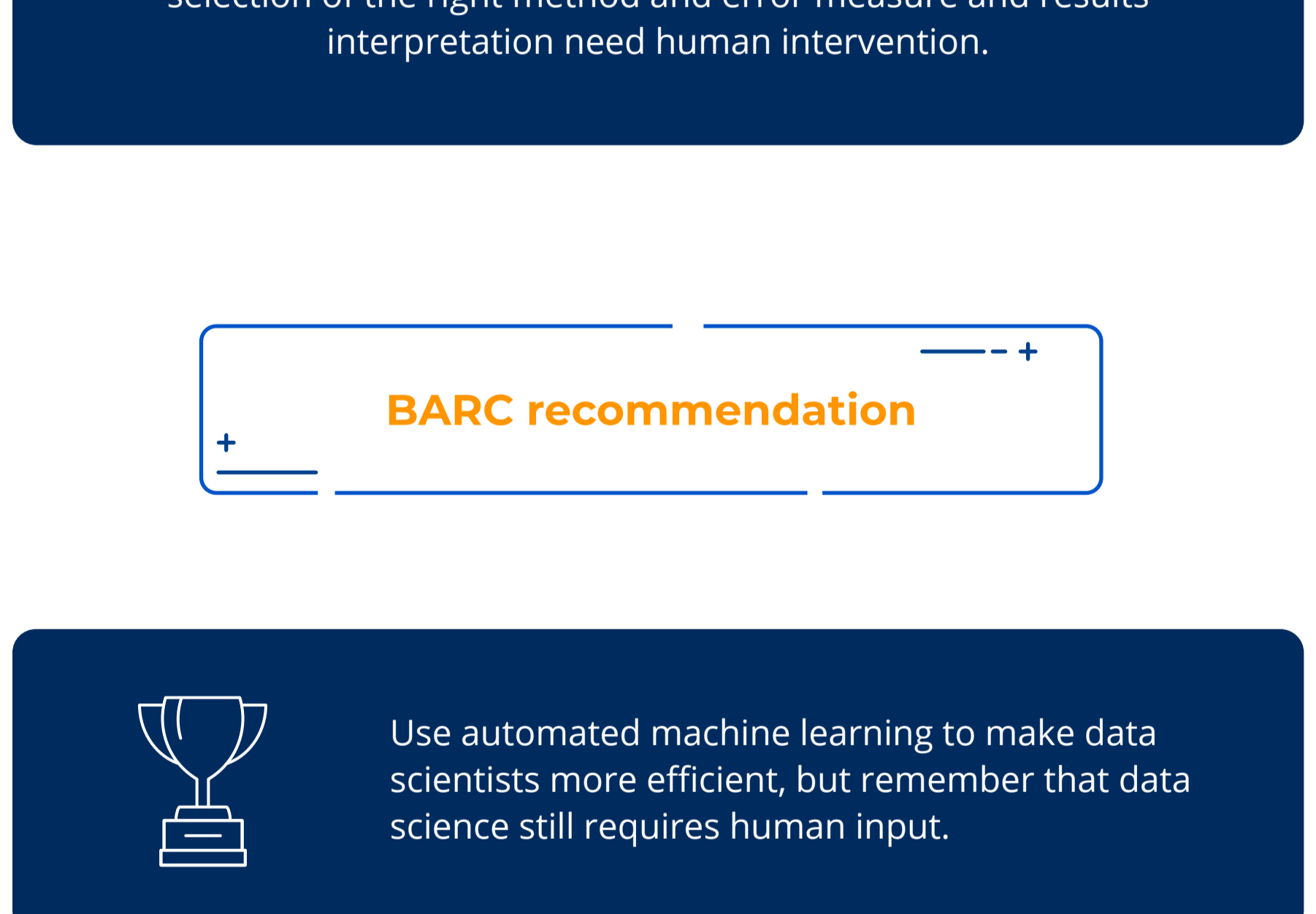


Automated machine learning and augmented analytics support experts – but do not take humans out of the loop



More than **80%** see AutoML solutions as a way to make business analysts and data scientists more efficient.

But only a few think that those algorithms will replace humans:



AutoML still requires expert knowledge to use the solutions and interpret results. Many analytical tasks, such as problem formulation, selection of the right method and error measure and results interpretation need human intervention.

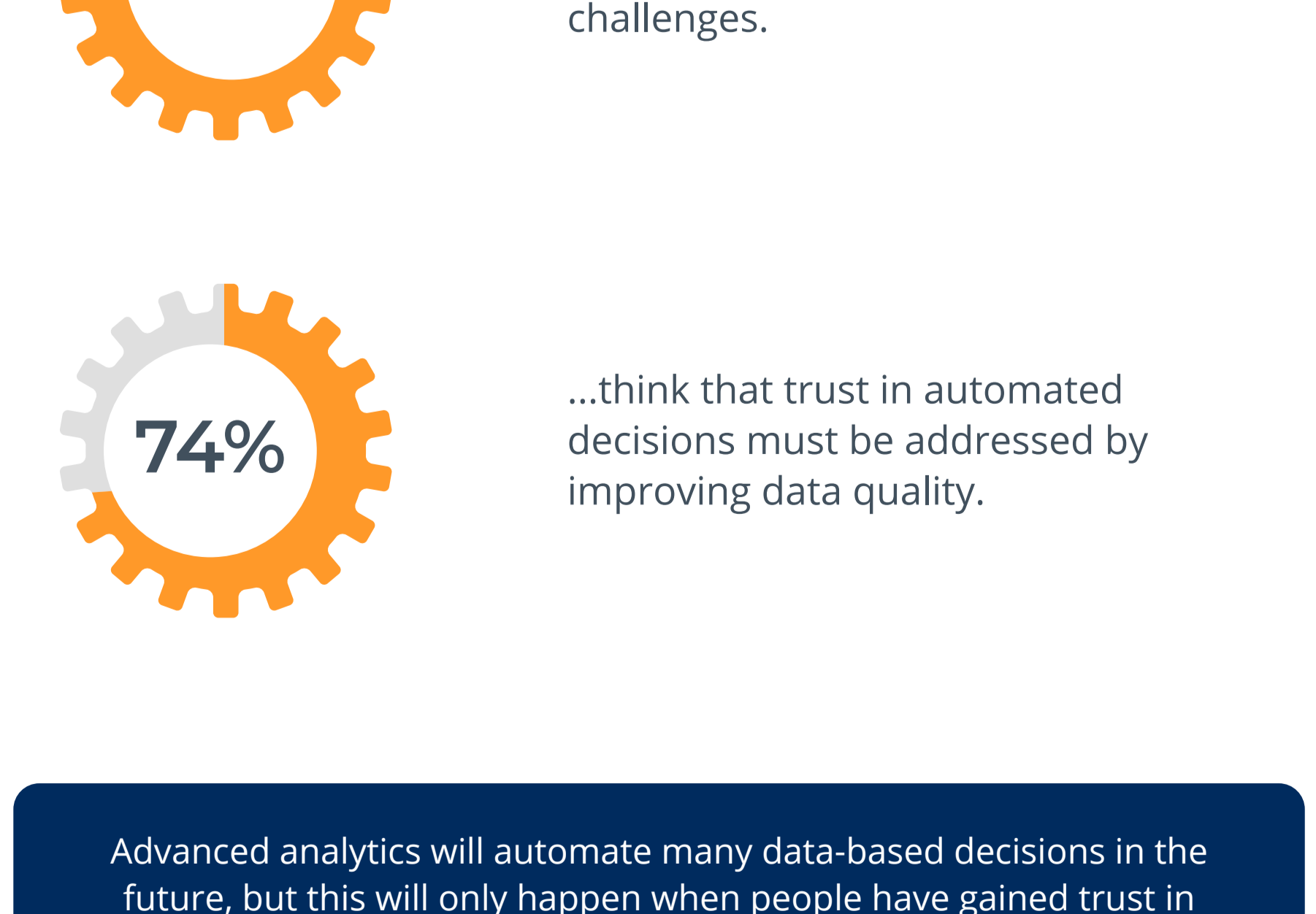
BARC recommendation

Use automated machine learning to make data scientists more efficient, but remember that data science still requires human input.

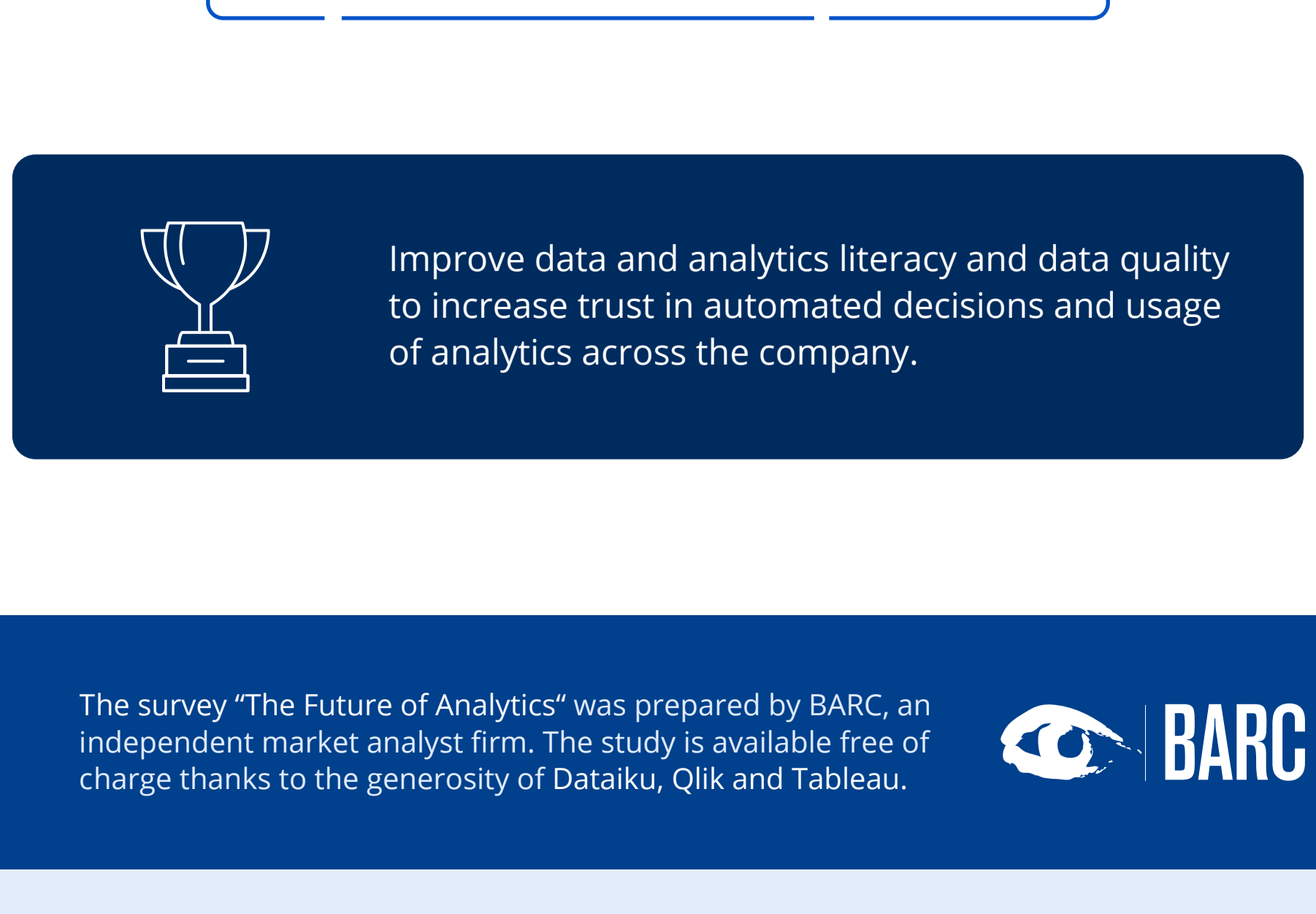


Advanced analytics is here to stay – but data management and analytics literacy must be improved

How will advanced analytics affect BI in the future?



How will advanced analytics affect decision-making in the future?



Advanced analytics will automate many data-based decisions in the future, but this will only happen when people have gained trust in automated decisions. Another key point is data management. Algorithms are as good as the data they are trained with, so data management and quality are key to ensure algorithms produce valid results.

BARC recommendation

Improve data and analytics literacy and data quality to increase trust in automated decisions and usage of analytics across the company.

The survey "The Future of Analytics" was prepared by BARC, an independent market analyst firm. The study is available free of charge thanks to the generosity of Dataiku, Qlik and Tableau.

Sponsored by: dataiku, Qlik LEAD WITH DATA, tableau