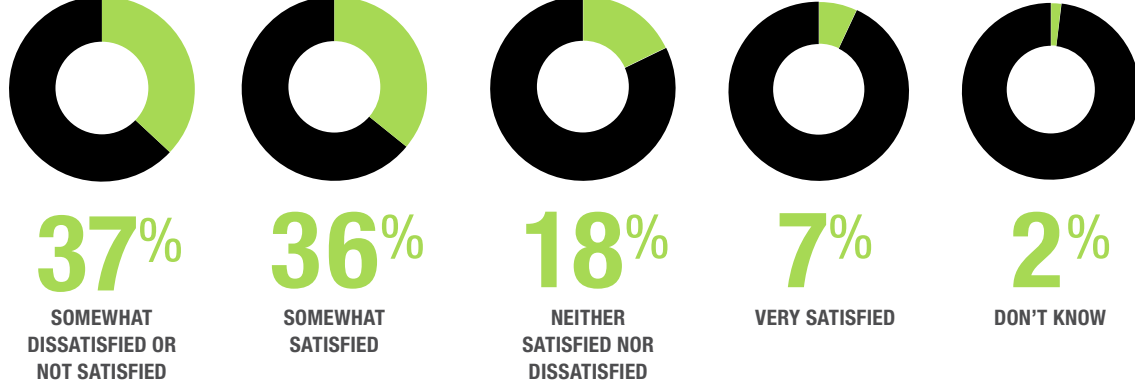


Q3 2016 TDWI BEST PRACTICES REPORT: IMPROVING DATA PREPARATION FOR BUSINESS ANALYTICS

Business users want the power of analytics—but analytics can only be as good as the data. The biggest challenge nontechnical users are encountering is the same one that has been a steep challenge for data scientists: slow, difficult, and tedious data preparation. The increasing volume, variety, and velocity of data is putting pressure on organizations to rethink traditional methods of preparing data for reporting, analysis, and sharing. In the recent *TDWI Best Practices Report: Improving Data Preparation for Business Analytics*, we take a look at experiences with data preparation, discuss goals and objectives, and uncover how to take advantage of the rapidly evolving technology and self-service capabilities that allow business users to realize insights from data faster. Here are several of the key survey results.

DISSATISFACTION WITH FINDING AND UTILIZING DATA IS WIDESPREAD
MORE THAN A THIRD (37%) OF RESPONDENTS INDICATED DISSATISFACTION WITH HOW EASILY THEY CAN FIND AND UTILIZE RELEVANT DATA.

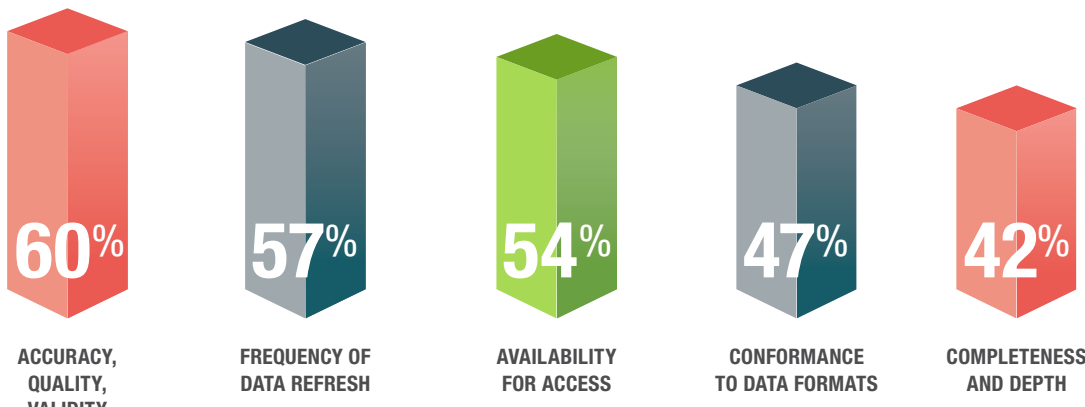
Overall, how satisfied are users in your organization with how easily they can find relevant data and understand how to use it appropriately for BI and analytics?



Source: Figure 1, page 12

DATA SATISFACTION
MOST RESPONDENTS ARE SATISFIED WITH THEIR DATA'S ACCURACY, QUALITY, AND VALIDITY COMPARED TO THE OTHER ATTRIBUTES.

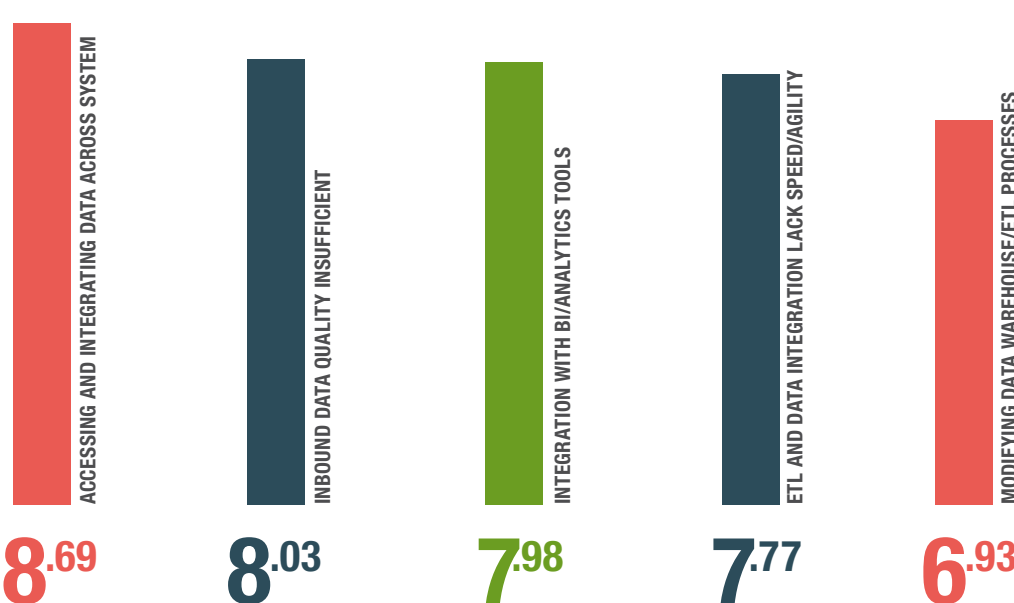
In general, how satisfied is your organization with the following attributes of the data being prepared for BI and analytics activities? (Percent reporting "very" or "somewhat" satisfied)



Source: Figure 3, page 15

BARRIERS TO IMPROVING DATA PREP
DIFFICULTY ACCESSING AND INTEGRATING DATA ACROSS SYSTEM OR APPLICATION SILOS IS THE MOST SIGNIFICANT BARRIER TO IMPROVING DATA PREPARATION.

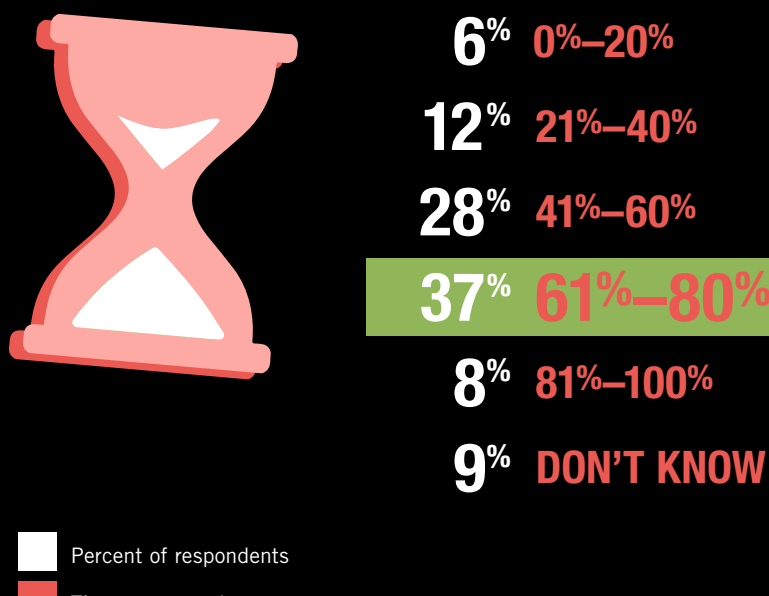
Which of the following data-related factors present the most significant barriers to improving how data is prepared for users' BI and analytics projects? (Weighted averages of answers from 311 respondents asked to rank selections in order of significance)



Source: Figure 4, page 19

TIME LOST TO INEFFICIENT DATA PREP IS CONSIDERABLE
MORE THAN A THIRD OF RESPONDENTS DEVOTE THE MAJORITY OF THEIR TIME TO DATA PREP INSTEAD OF TO ANALYSIS AND INTERACTION.

Thinking of your organization's most recent BI and analytics projects, what percentage of the total time was spent preparing the data compared to the time spent performing analysis and data interaction?



■ Percent of respondents
■ Time spent on data prep

Source: Figure 5, page 21

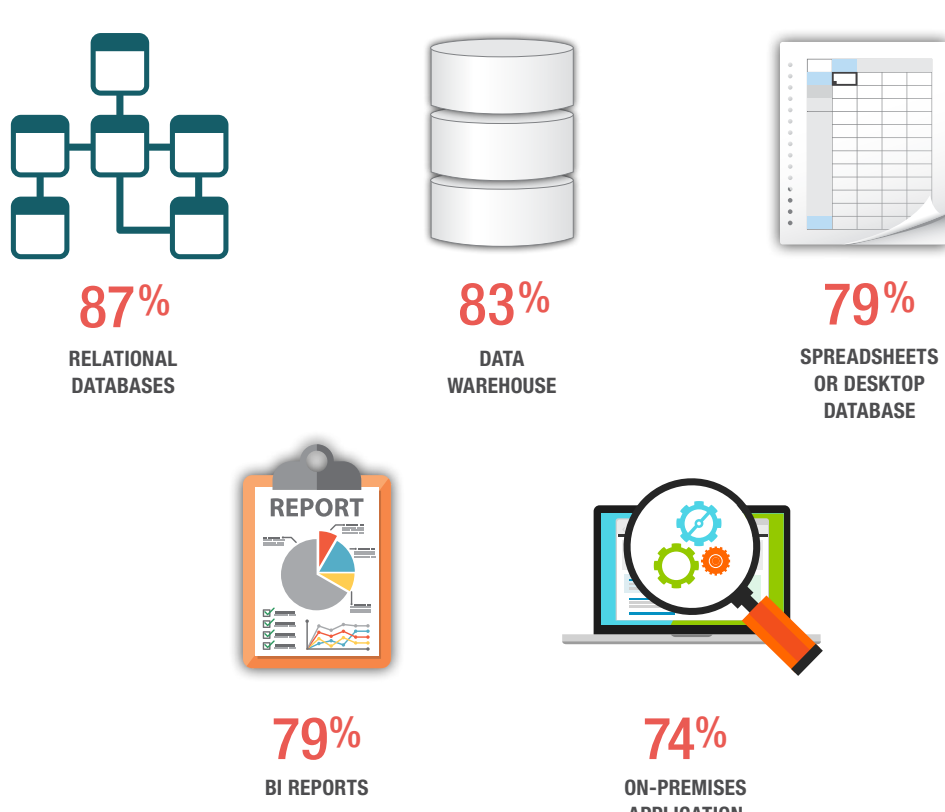
NEED FOR FASTER INSIGHT DRIVES SELF-SERVICE DATA PREP
FOR THE OVERWHELMING MAJORITY, REDUCING TIME TO BUSINESS INSIGHT IS THE MOST IMPORTANT BENEFIT OF INCREASING SELF-SERVICE DATA PREP.

- 81% Shorten time to business insight
- 76% Increase data-driven decision making
- 53% Improve reaction time to business conditions
- 49% Operational efficiency for frontline workers
- 43% Gain a single, complete view of relevant data

Source: Last paragraph, page 26

COMBINING DATA
RELATIONAL DATABASE IS MOST FREQUENTLY INTEGRATED DATA SOURCE.

Are users in your organization currently integrating or "blending" data from the following sources using a software integration's self-service data preparation capabilities? (Percent reporting doing now or planning to enable)



Source: Figure 9, page 28

DATA FROM



TDWI'S BEST PRACTICES REPORT:
IMPROVING DATA PREPARATION FOR BUSINESS ANALYTICS

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