

BEYOND BIG DATA: DISCOVERY ANALYTICS

The point of Big Data and analytics is not just to manage more data but to generate insights. Data discovery involves the use of analytic techniques for rapid, ad hoc exploration of multiple types of data.

While skills and clear business goals are as important as technology, a data discovery platform should be part of any organization's array of tools.

Organizations that utilize data-driven decision making are



5%

more productive and



6%

more profitable than their competitors.

Source: MIT's Center for Digital Business

But only

10%

of organizations say that the features and functionality needed to explore data and discover insights meet their requirements to the full extent.

Only

6%

of organizations completely agree that the data available in their organization to support analytics, data discovery and decision making is actionable.

Only

3%

of organizations say that the data preparation process requires very little effort.

46%

say it requires significant effort or is very difficult.

44%

of organizations say a lack of analytic skills is the biggest hindrance to successful data discovery.

Source: IDC/Teradata survey