

Understanding the state of analytics adoption through holistic market research and data visualization

Case study: Research & Consulting

About the client

The client is a leading provider of advisory services to global organizations on best practices, technology implementation, and investment decisions.

Objective and Scope

- Given the rapid growth of analytics across industries, our client needed comprehensive and data-driven insight into its adoption to support its clients' strategic decisions.
- To achieve this, it wanted to conduct a primary survey within defined demographics to assess various analytics types and structures, investment trends, and the effectiveness measurement parameters across functions within global organizations.

Solution and Approach

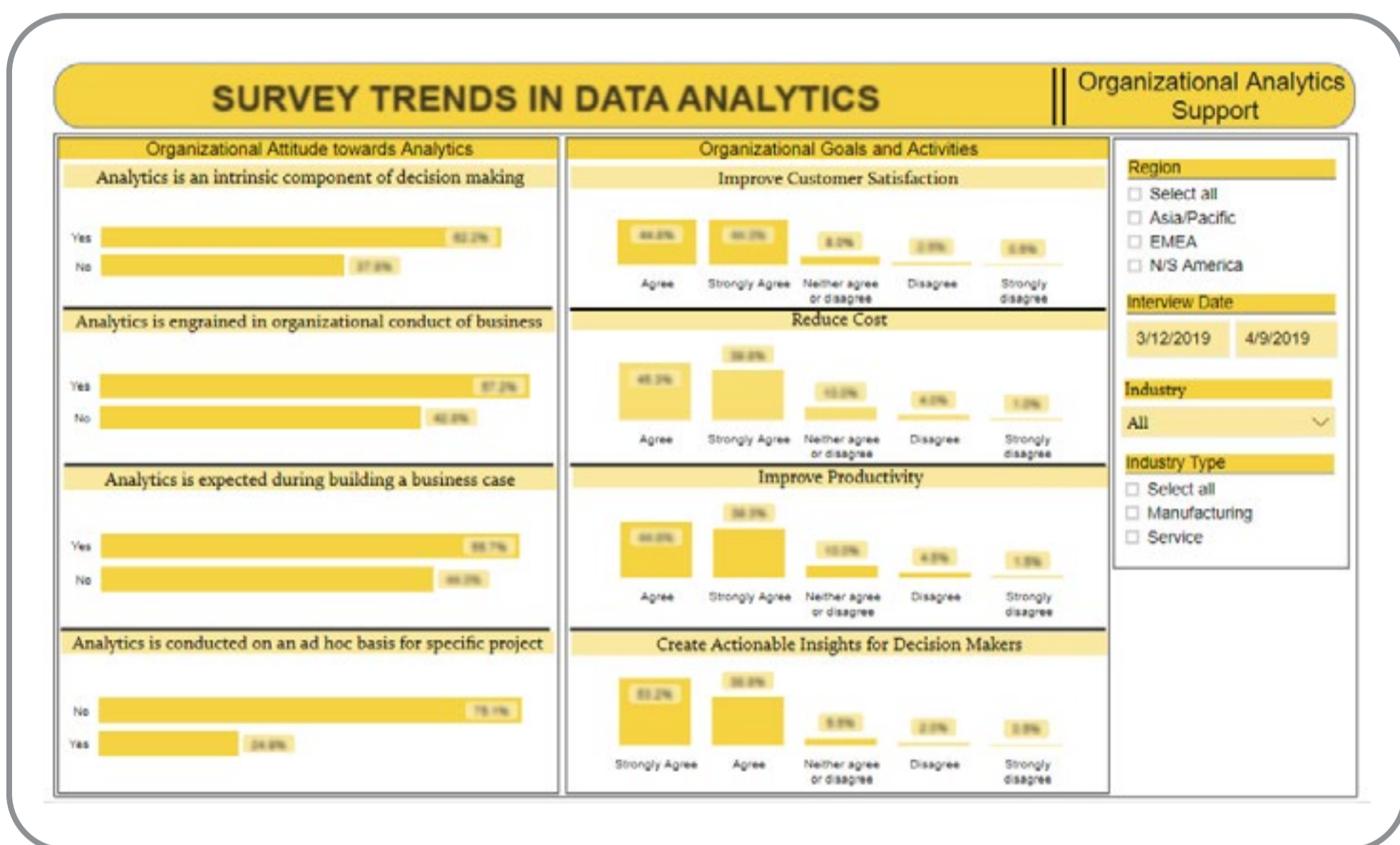
Netscribes took a two-fold approach towards this study:

Computer-assisted telephone interviews (CATI) with leaders employing analytics

Our team conducted 200 unique CATI with analytics implementation decision-makers like Chief Data Officers, Chief Analytics Officers, among others across global organizations. They were surveyed on aspects like their analytics program structures, reporting hierarchies, budget allocations, number of annual projects, measures of performance, and their effectiveness in solving organizational challenges, and other factors.

Live dashboard to record interim data and visualize findings

The data acquired through this primary research was treated through various statistical tests and data analysis methods. A live and intuitive dashboard was designed to portray timely results helping the client keep a pulse on the survey's developments.



Results Delivered

Through the engagement, the client obtained a holistic view of the data analytics adoption landscape which encompassed the following:

- How important analytics is to organizations and types of analytics used
- Top five roles of analytics that helped organizations achieve their goals
- Kind of analysis carried out across various functions within organizations
- Measures and top factors influencing the effectiveness of analytics programs
- Technological advancement in analytics

Benefits

Through in-depth market research and effective data visualization, the client received accurate, relevant, and timely insights on analytics adoption across industries. This helped them guide their clients in exploring the state of analytics programs in their respective domains and make strategic decisions.

Get an accurate and holistic view of the market environment with Netscribes market intelligence

[Contact us](#)

Follow us for more updates

