

Data Analytics

Market Statistics 2022

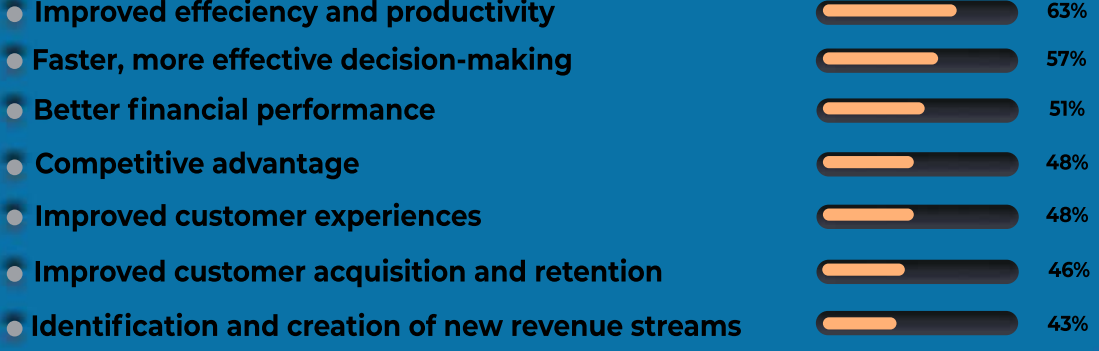
Presented by:



3 Key Analytics Statistics You Should Know

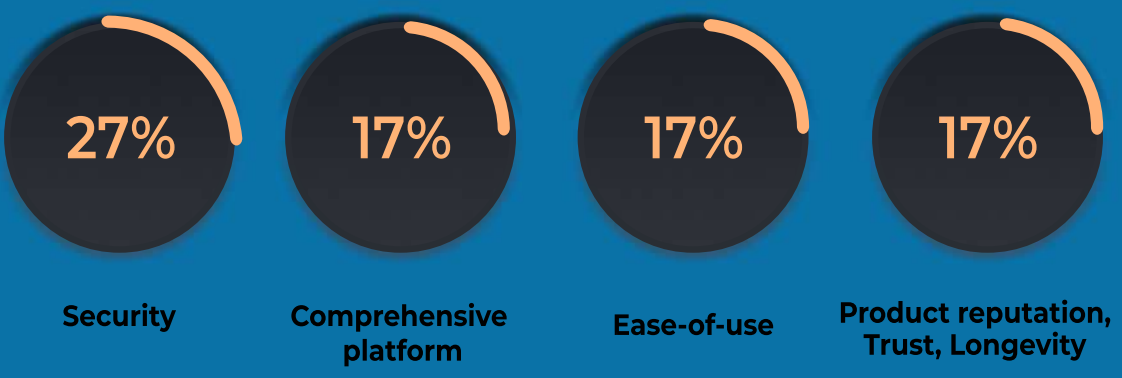
1

Top benefits companies get from using analytics



2

Factors companies consider when selecting analytics software



3

Barriers to the effective use of analytics



Most Notable Stats

- \$274 billion- is the global worth of the Big Data and Analytics market in 2022
- 2.5 quintillion bytes of data are generated each day
- \$79.23 billion - is the predicted market size of Big Data analytics for the healthcare industry by 2028
- 44 zettabytes of data are currently present in the entire digital universe
- 70% of the world's data is user-generated

Business Analytics Software Market Statistics

- \$ 105 billion - is the predicted market size of big data analytics by 2027. (Businesswire, 2020)
- \$57 billion - is the estimated total value of the business analytics software market in 2023
- 51% - is the market share in Big Data and Analytics Solutions (IDC)
- 35% - of the total revenue of data analytics global sales comes alone from North America (Businesswire, 2020).

Importance of Data Analytics in Businesses

- 36% of companies say that Data Analytics has moderately changed industry competitiveness (McKinsey, 2018).
- 32% of companies have altered longer-term strategies in response to changes brought about by data and analytics (McKinsey, 2018).
- 7% of marketers say they are effectively able to deliver real-time, data-driven marketing engagements across both digital and physical touchpoints (CMO).
- 94% of business and enterprise analytics professionals say data and analytics are critical to their organization's digital transformation programs (MicroStrategy, 2020).
- 94% of hospitals have adopted Electronic Health Records (EHRs) to support the digital transformation of health data in the US (Data Pine, 2020).

How Businesses are Using Data Analytics?

- Most businesses use big data analytics warehouse optimization (Research Gate, 2019).
- 57% of enterprise organizations use data and analytics to drive strategy and change (MicroStrategy, 2020).
- 60% of companies around the world use data and analytics to drive process and cost-efficiency (MicroStrategy, 2020)

Businesses Intelligence Insights Statistics

- Less than 10% of companies are insights-driven (Deloitte, 2019).
- 23X - The likelihood of data-driven organizations acquiring customers (McKinsey, 2019).
- 52% of companies worldwide leverage advanced and predictive analytics (MicroStrategy, 2020).
- 59% of organizations around the world use big data analytics (MicroStrategy, 2020).