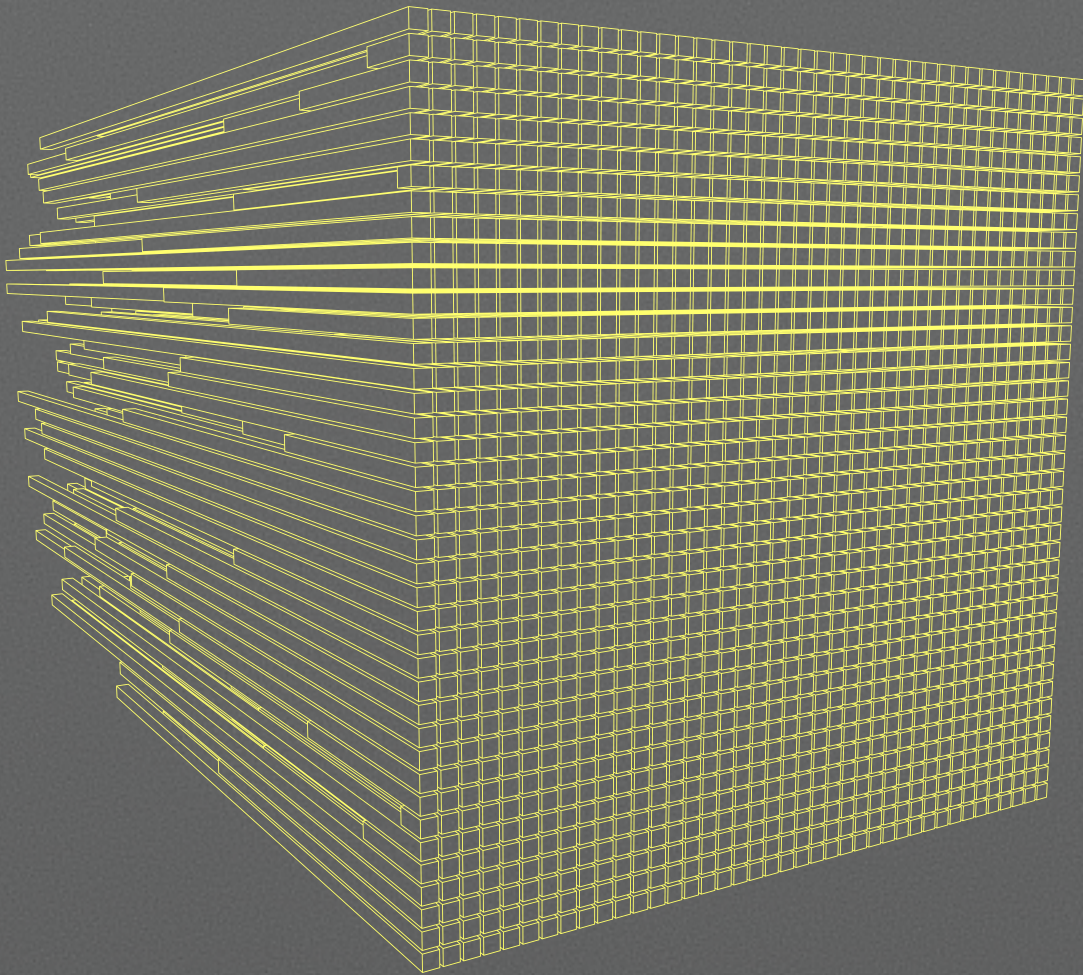


# 2018

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## Digital Analytics & Data Governance **REPORT**



*Observe Point*

# INTRODUCTION

In this digital era, data analysis and governance should be a top priority—fixed at the forefront of the data-driven professional’s mind. But how effective are companies at collecting, analyzing and governing their data? What exactly does that process look like? How do organizations speak about, and value, data governance of digital analytics internally?

ObservePoint surveyed more than 500 industry professionals from different verticals and backgrounds to discover how their organizations govern and analyze data, to see why companies struggle—and more importantly, why they thrive.

The findings from this survey are detailed in the following pages.



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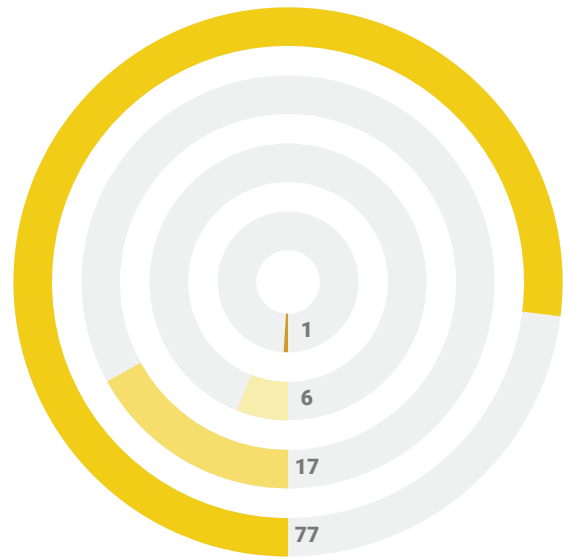
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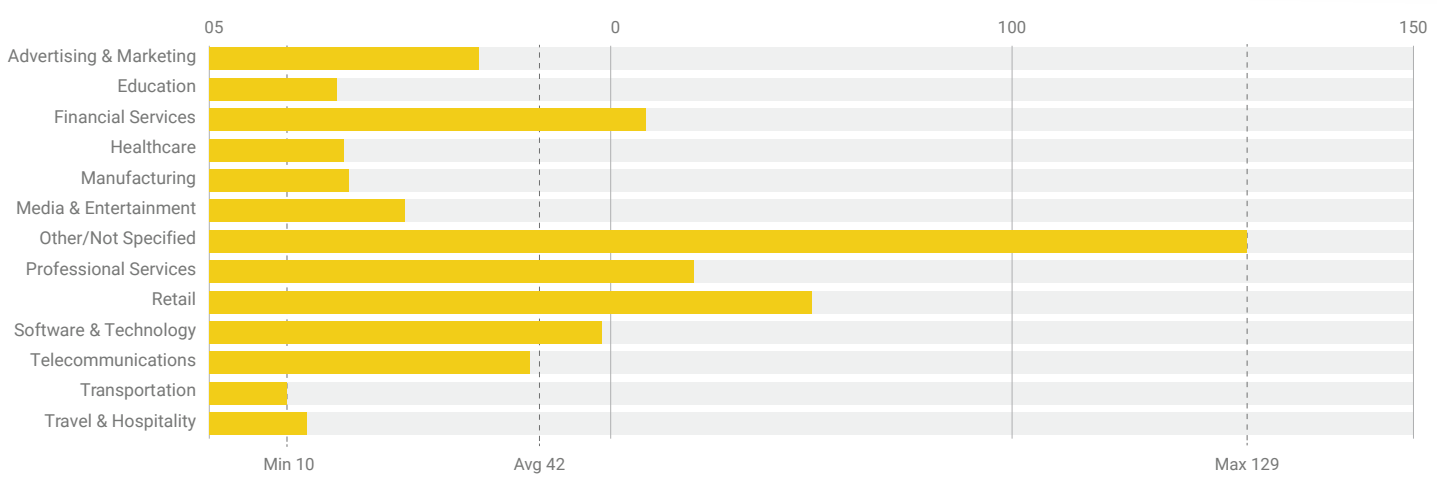
# WHO WE SURVEYED

Survey respondents came from a variety of roles and industries, totalling **546** responses.

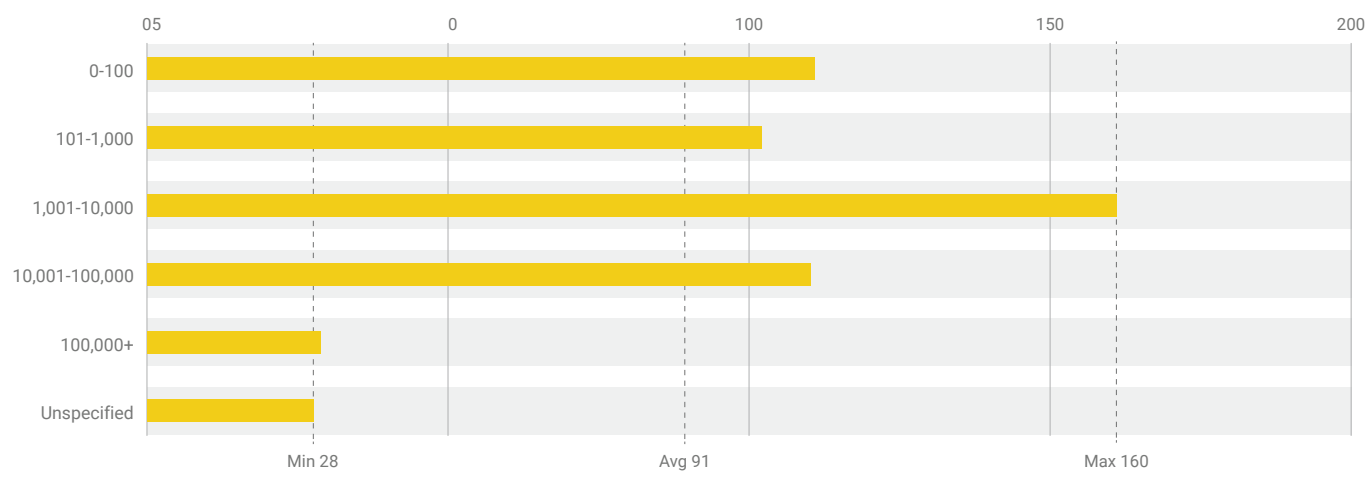
## GEO



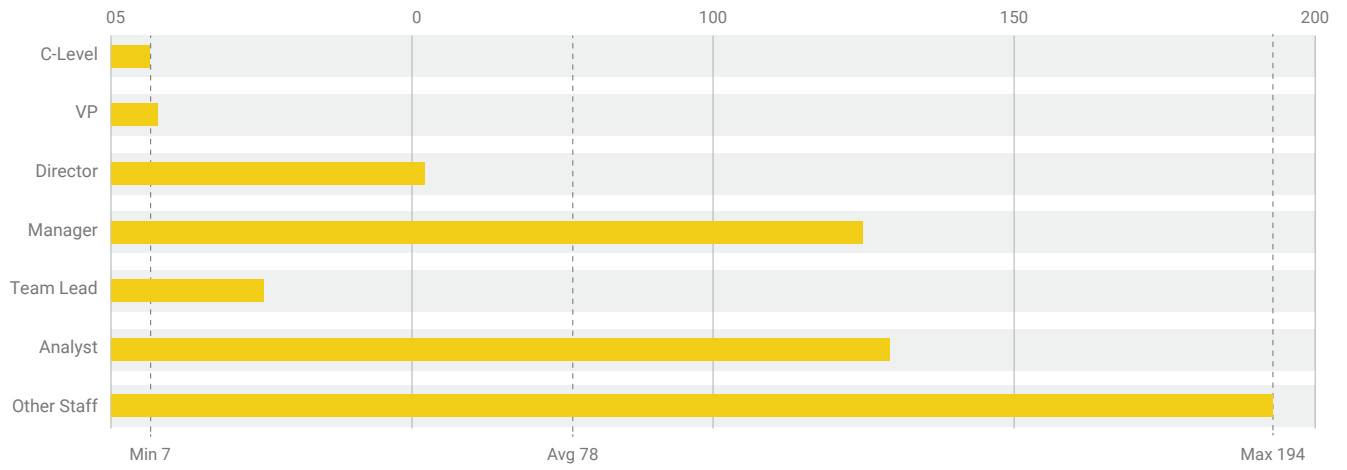
### Industry



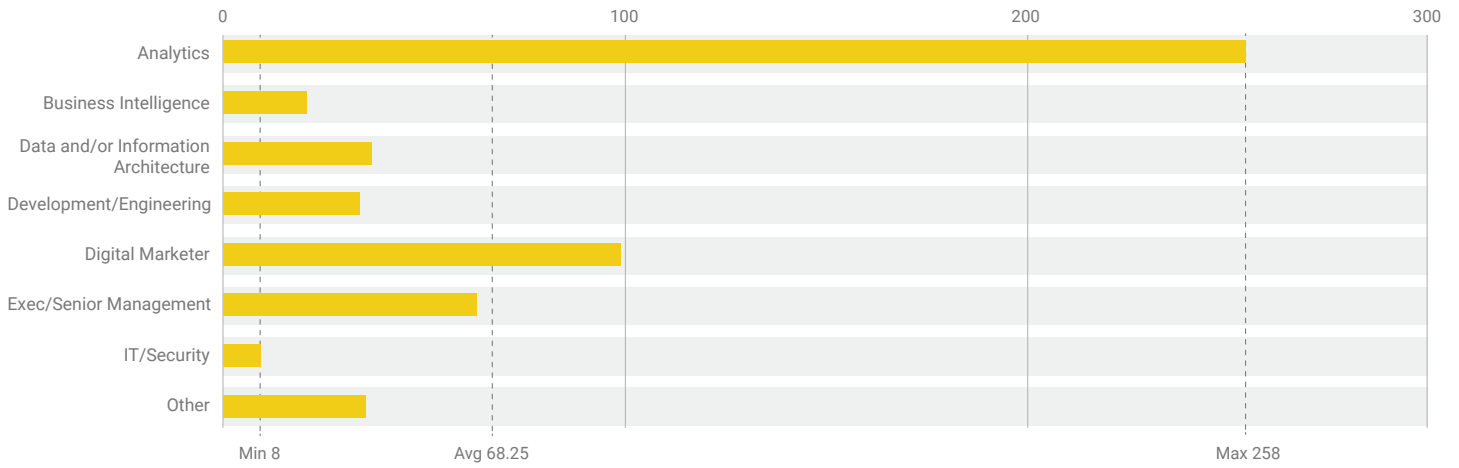
### Company Size



### Business Role/Title



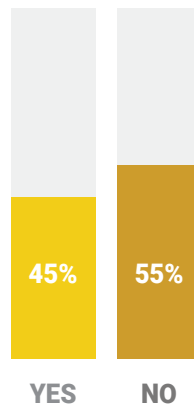
### Primary Role



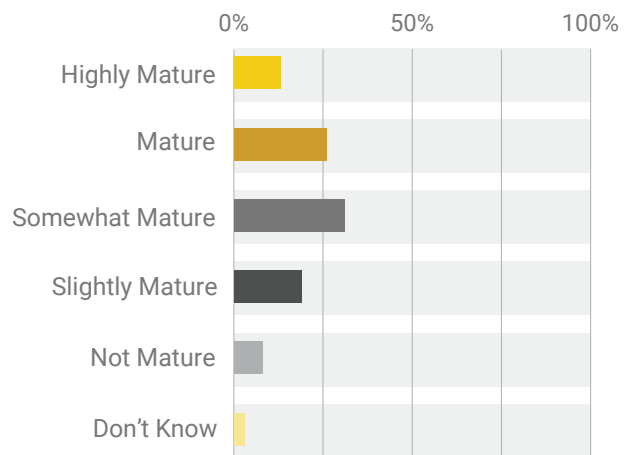
# THE ROLE OF DIGITAL ANALYTICS IN THE ORGANIZATION

Analytics is a staple of data-driven companies—but not all data implementations are made equal. Respondents shed some light on their own analytics strategy and execution.

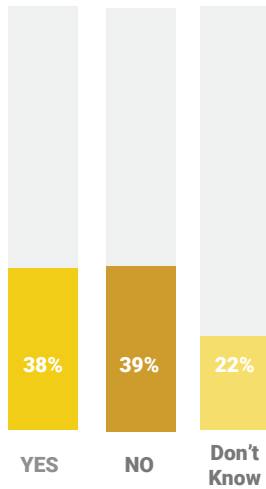
Does your company have premium web tech (e.g. Adobe Analytics, Tealium, Webtrends, etc.)?



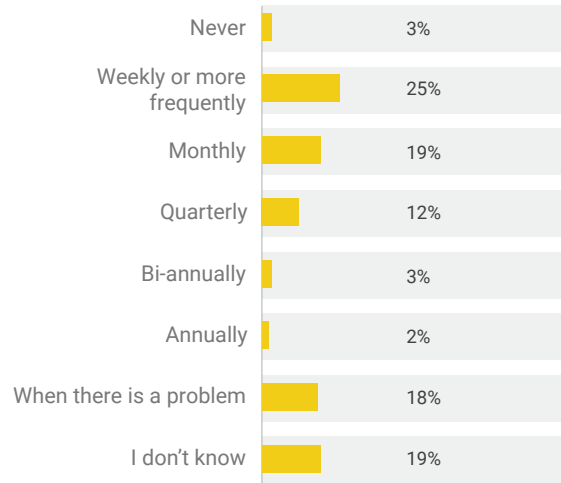
How would you describe your organization's data analytics strategy?



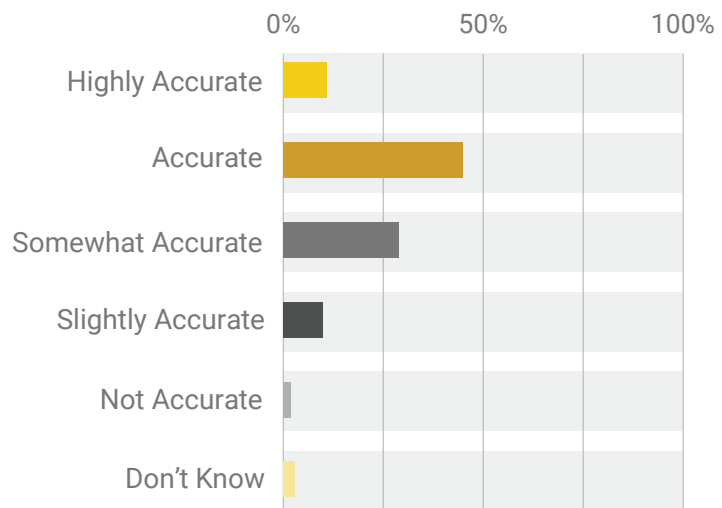
Does your organization have a documented analytics strategy?



How often do you test your data implementation to ensure functionality?



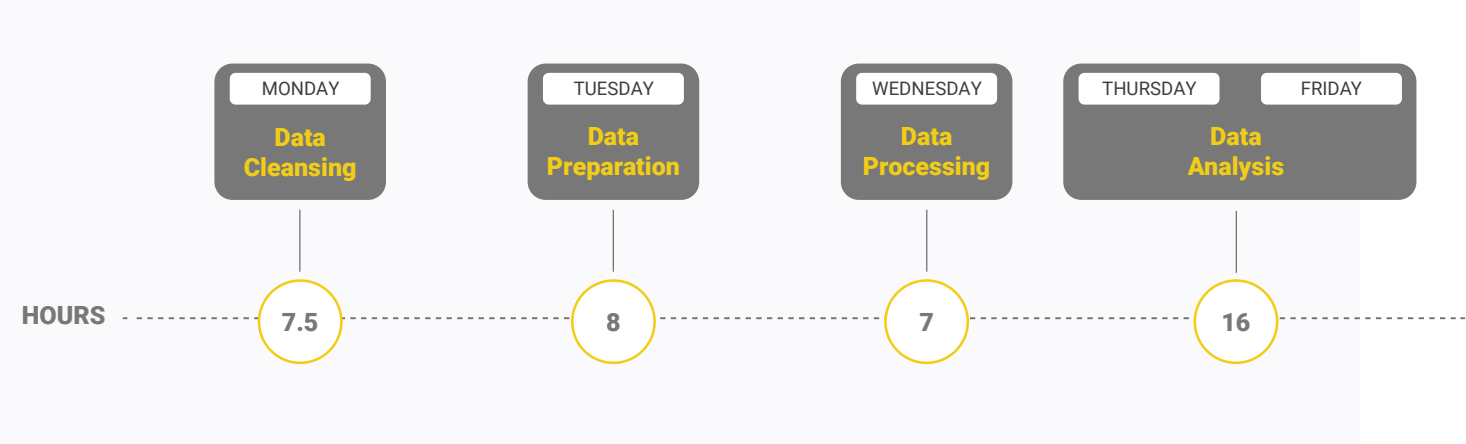
How accurate do you feel your company's analytics data is?



Companies with a documented analytics strategy are **83%** more likely than those without one to say their data was accurate or highly accurate.



How many hours do you spend weekly performing data cleansing, preparation, processing, and analysis?

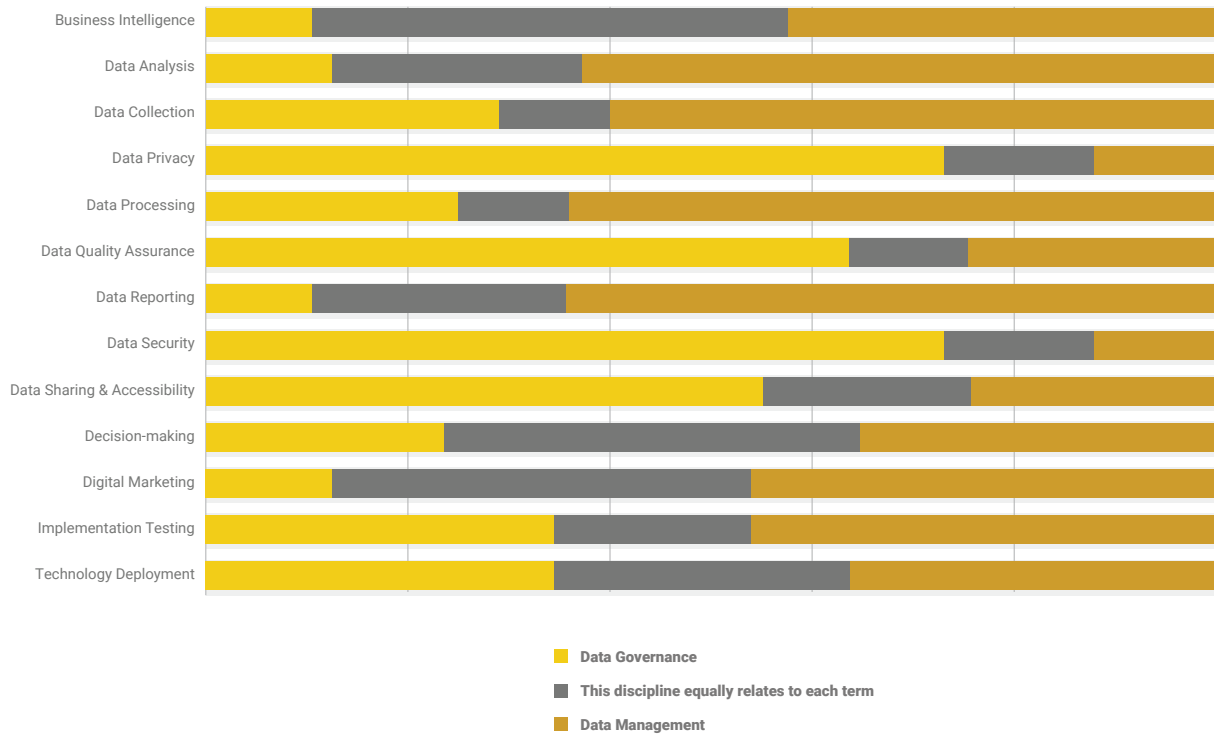


Almost  $\frac{3}{5}$  of the average respondents' workweek was dedicated to cleansing, prepping and preprocessing data.

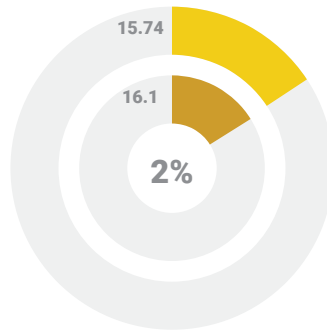
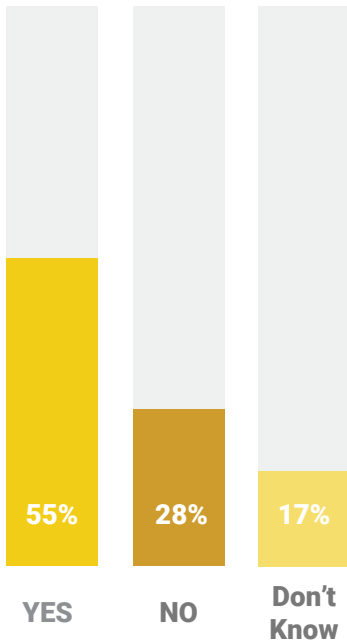
# THE ROLE OF DATA GOVERNANCE IN THE ORGANIZATION

Data governance helps companies ensure data is accessible, accurate and actionable. But the perceptions of what this term means vary from company to company and from individual to individual. The following questions helped us unpack how people understand data governance relative to other disciplines, as well as what they're doing to govern their data.

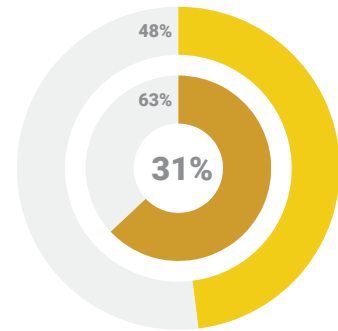
Categorize each discipline under data governance, data management or both.



## Does your company have designated data governance/management personnel?

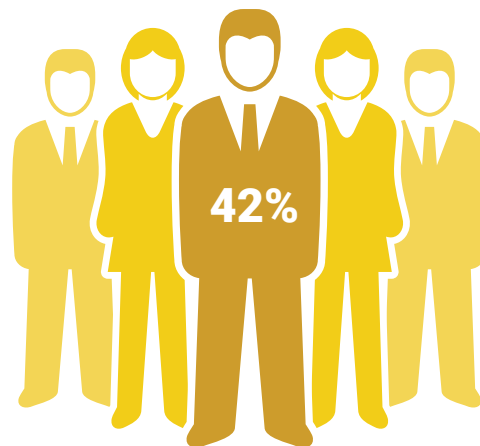


TIME INCREASED



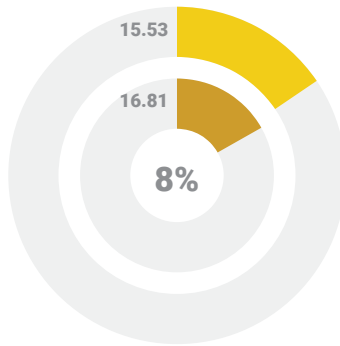
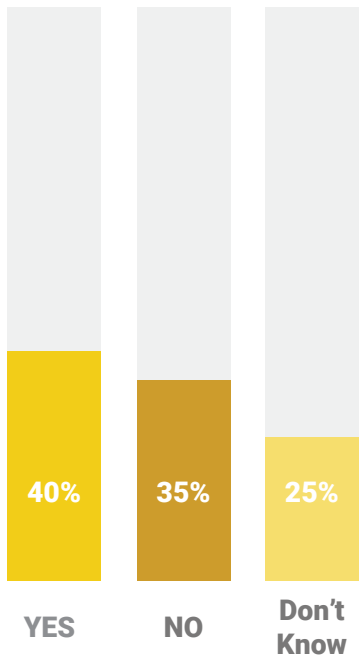
GREATER CONFIDENCE

On average, companies with a data governance program increase the amount of time analyzing data by **2%** and show **31%** greater confidence in data accuracy (based on ratings of data as accurate or highly accurate).

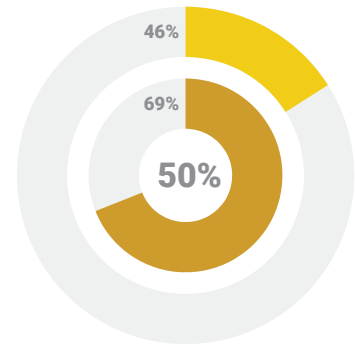


Companies that have an executive in charge of data governance/management show **42%** greater confidence in data accuracy than companies with no data governance personnel.

Does your company have a data governance/management program?



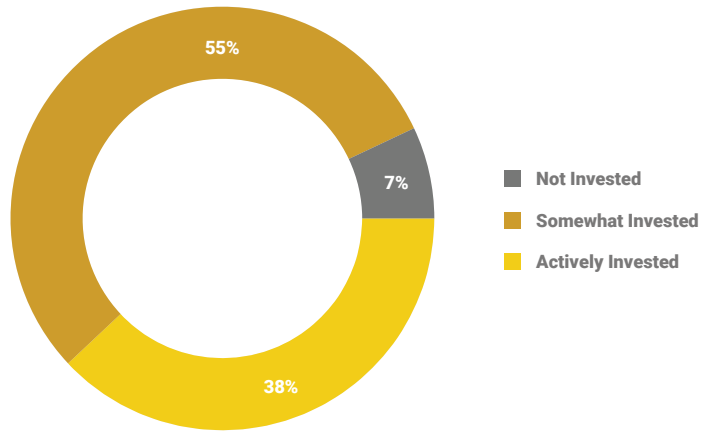
TIME INCREASED



GREATER CONFIDENCE

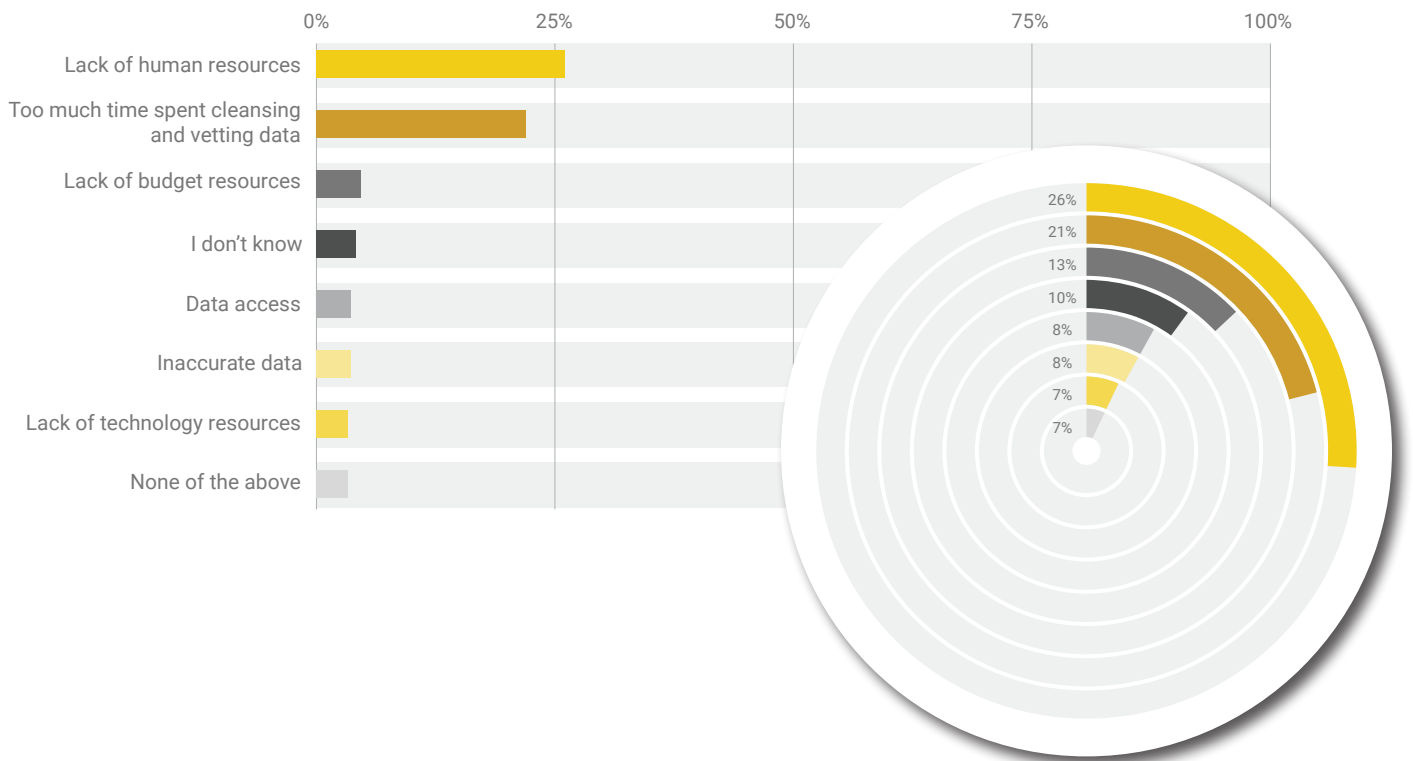
On average, companies with a data governance program spend **8%** more time analyzing data and show **50%** greater confidence in data (based on ratings of data as accurate or highly accurate).

How would you rate executive buy-in or investment in your data governance/management (e.g. analytics, data security, data privacy)?



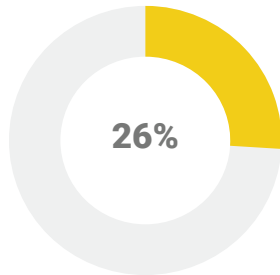
# THE BIGGEST CHALLENGES OF DATA

What is the greatest challenge your organization faces in regards to data management/governance?

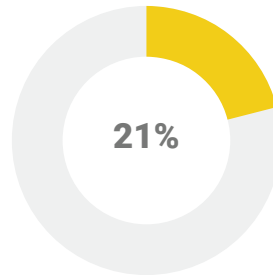




FOR COMPANIES WITHOUT DATA GOVERNANCE PERSONNEL, 1 IN 3 RESPONDENTS FEEL LACK OF HUMAN RESOURCES IS THE GREATEST CHALLENGE.



TOO MUCH  
TIME SPENT

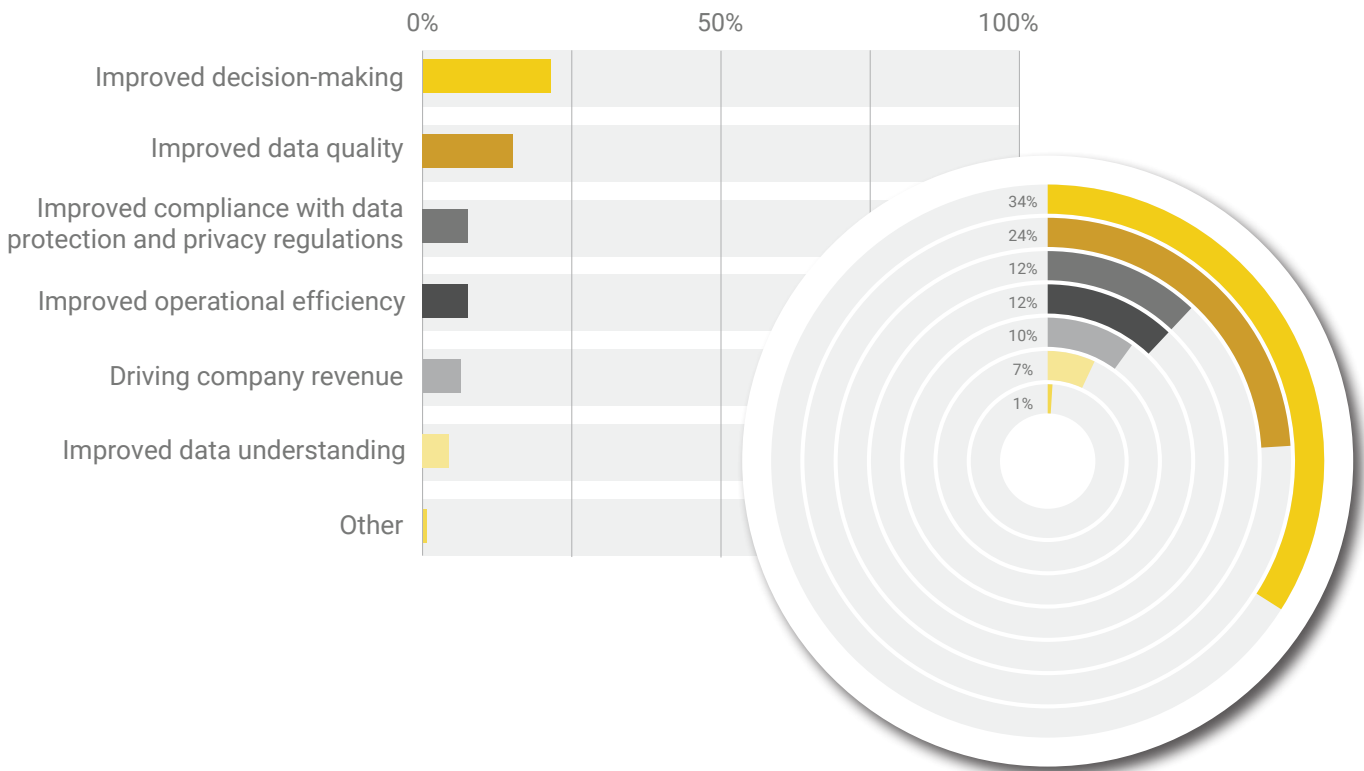


LACK OF HUMAN  
RESOURCES

The primary concern among respondents from companies *with* a data governance program was **spending too much time** cleansing and vetting data (26%). And even with a data governance program, a **lack of human resources** was a significant concern (21%).

# THE KEY BENEFITS OF DATA GOVERNANCE AND DATA MANAGEMENT

What do you see as the most important benefit of data management/governance?



# KEY INSIGHTS

Below are some of the top insights uncovered from this survey:

## 1. Analytics maturity is still in its adolescence

“Room for growth” is embossed across the faces of analytics programs of all varieties. **50%** of companies say their analytics strategy is either only slightly or somewhat mature. The bright side is that companies who feel behind the big analytics wheelhouses aren’t alone.

## 2. Analytics documentation is not a priority for businesses

Unfortunately, a majority of companies aren’t taking their analytics documentation seriously. More companies *did not* have documentation than those who did. If companies don’t remedy this lack, then they may experience acute growing pains while trying to grow their analytics team and data strategy.

## 3. Executive buy-in is high

**93%** of executives are at least somewhat invested in data, giving data-focused professionals an opportunity to advance their objectives in data analysis and governance.

## 4. A lack of human resources is a pressing concern

Finding and retaining human resources seems to be holding companies back from accomplishing their data governance/management objectives. Companies who can capitalize on the scarcity of resources (either as a first- or third-party) could stand out in their competitive sector.



## 5. On average, data professionals only spend 40% of their time analyzing data

Data janitors abound, but companies who invest in data governance and management personnel and programs experience incremental boosts in analytical efficiency.

## 6. Improved decision-making is the #1 benefit of data

34% of respondents said improved decision-making was the most important benefit from data.

## 7. Data personnel and programs improve confidence in data accuracy (and decisions)

Data governance/management personnel and programs increase confidence in data accuracy—an important insight considering the stock respondents placed in data-driven decision-making.

Data governance and management play important roles in how companies analyze and act on their data. To learn more about how to structure data governance in your org, check out our eBook [Establishing the Pillars of a Successful Data Governance Program](#).