

# DATA ANALYSTS: A CRITICAL, UNDERUTILIZED RESOURCE

A Global Survey of Data and Analytics Professionals

June 2020





# EXECUTIVE SUMMARY

## The research finds that ...

**Nearly every company (98%)** is using business intelligence today. Participants say that value is delivered via supporting key decisions, informing executives and driving profit. These benefits are recognized, prompting 7 out of 10 companies to add new teams that can leverage BI and driving plans to hire more analysts. These analysts are recognized as instrumental to the benefits BI provides.

**A majority (68%) of analysts shared** that they have ideas for driving more company profit but, unfortunately, lack the time to implement them. In fact, only half their time is spent actually doing analytics, while over a third of their time is wasted simply trying to access data. 90% shared that numerous data sources were unavailable, leading to delays, or they needed to use data that was out of date, often months old. A majority of those taking the survey indicated they use 11 or more data sources and nearly everyone (96%) now has data sources located in the cloud.



# EXECUTIVE SUMMARY

## The research additionally finds that ...

**60% of participants** state that data schemas were changing monthly, requiring more work and delays. Compounding this waste, more than 6 out of 10 analysts indicate engineering resources are unavailable several times each month, forcing them to take on tasks outside their role to keep projects moving. Thus, it is no surprise that when asked, analysts indicated their top challenges were data integrity, quality and access. For companies looking to drive more value and profit, it is clear that enabling their analysts to spend more time 'analyzing' and less time finding, fixing data or stabilizing and building out data transit infrastructure will drive better decisions and increased profits.



# KEY FINDINGS

## **Analytics Delivers Significant Business Value**

- 98% of companies are using BI today
- 71% of companies plan to hire more data analysts based on growing BI users over the next 12 months

## **Data Analyst Time Is Being Siphoned Away**

- 68% of analysts have ideas to make their company more profitable but don't have the time to implement them
- 62% report waiting on engineering resources numerous times each month
- 92% state they have needed to perform tasks outside their role

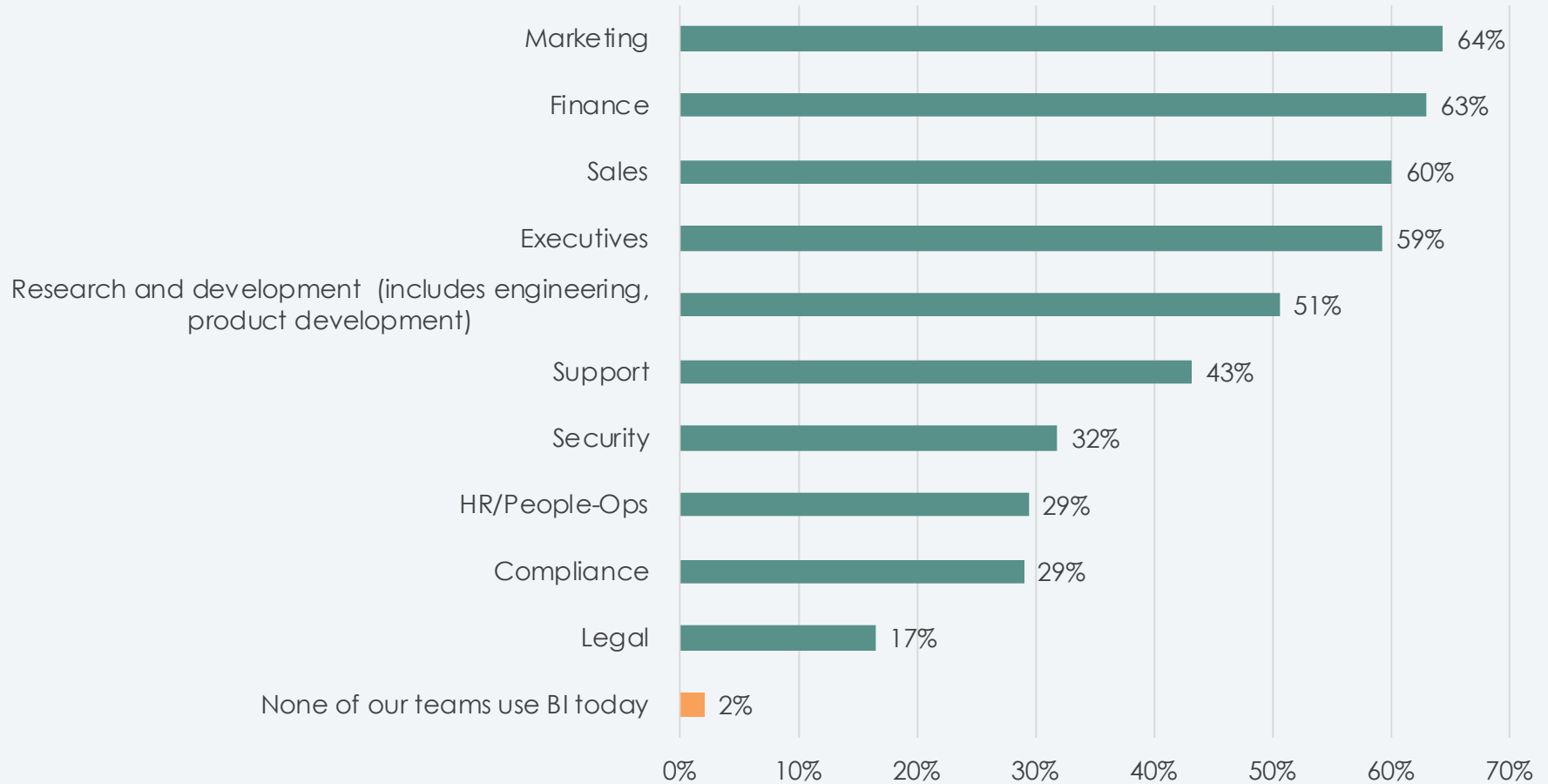
## **Data Challenges Inhibit Analysts and the Benefits They Deliver**

- Data integrity, quality and access top list of analyst challenges
- 90% say numerous data sources were unreliable over the last 12 months
- 86% use data that is out of date

# DETAILED FINDINGS

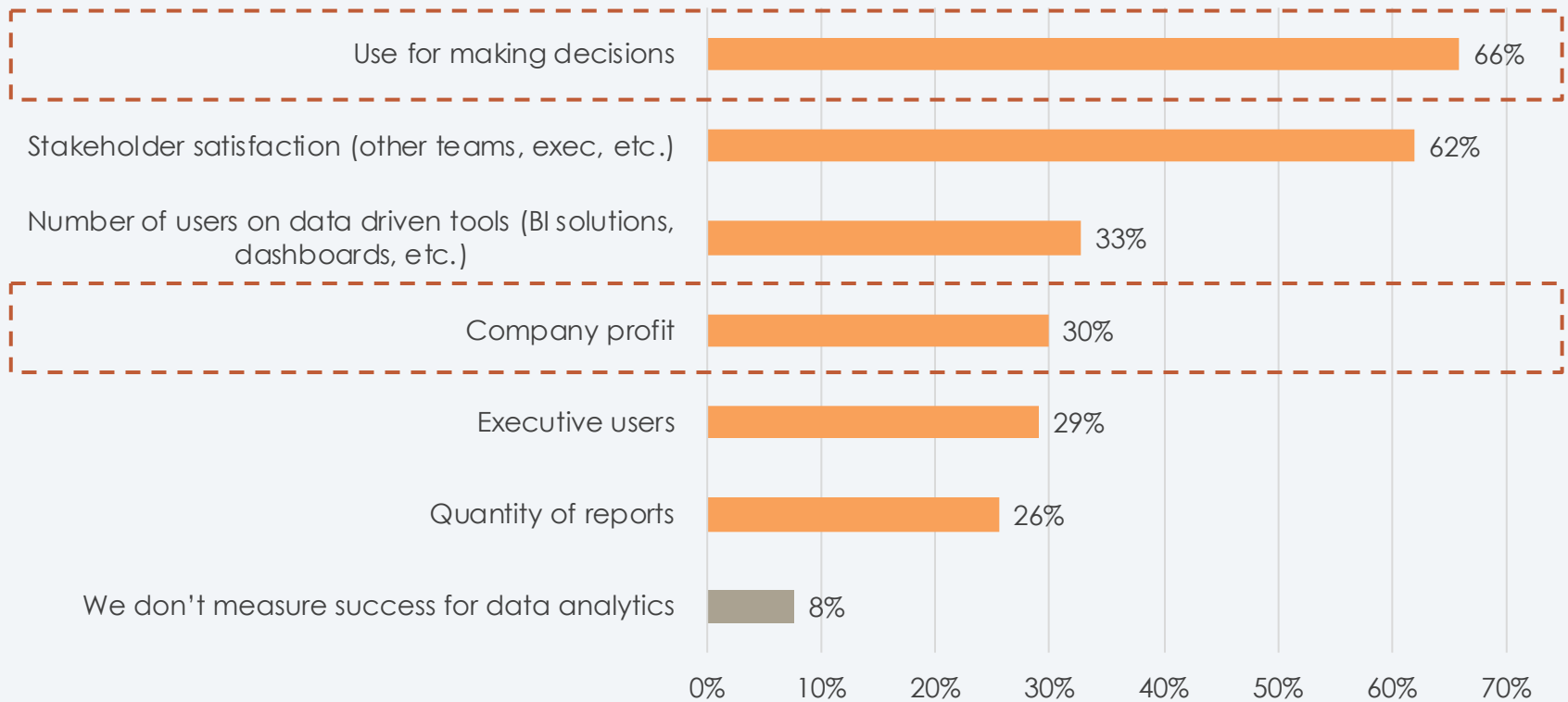
# 98% OF COMPANIES ARE USING BI TODAY

## Which teams in your company use business intelligence (BI) solutions today?



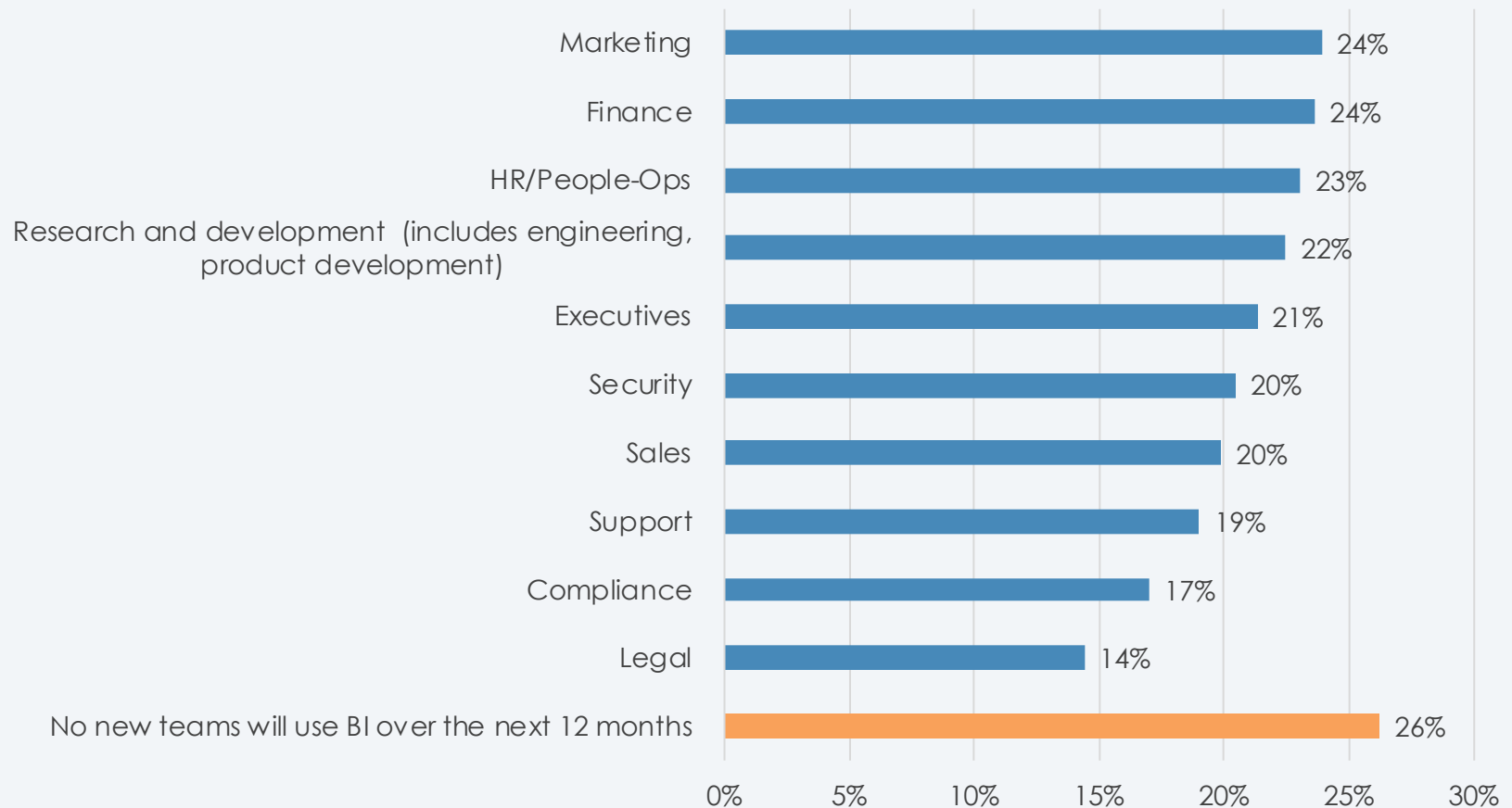
# ANALYTICS MEASURED BY DELIVERING DIRECT BUSINESS VALUE

At your company, how is success measured for data analytics?



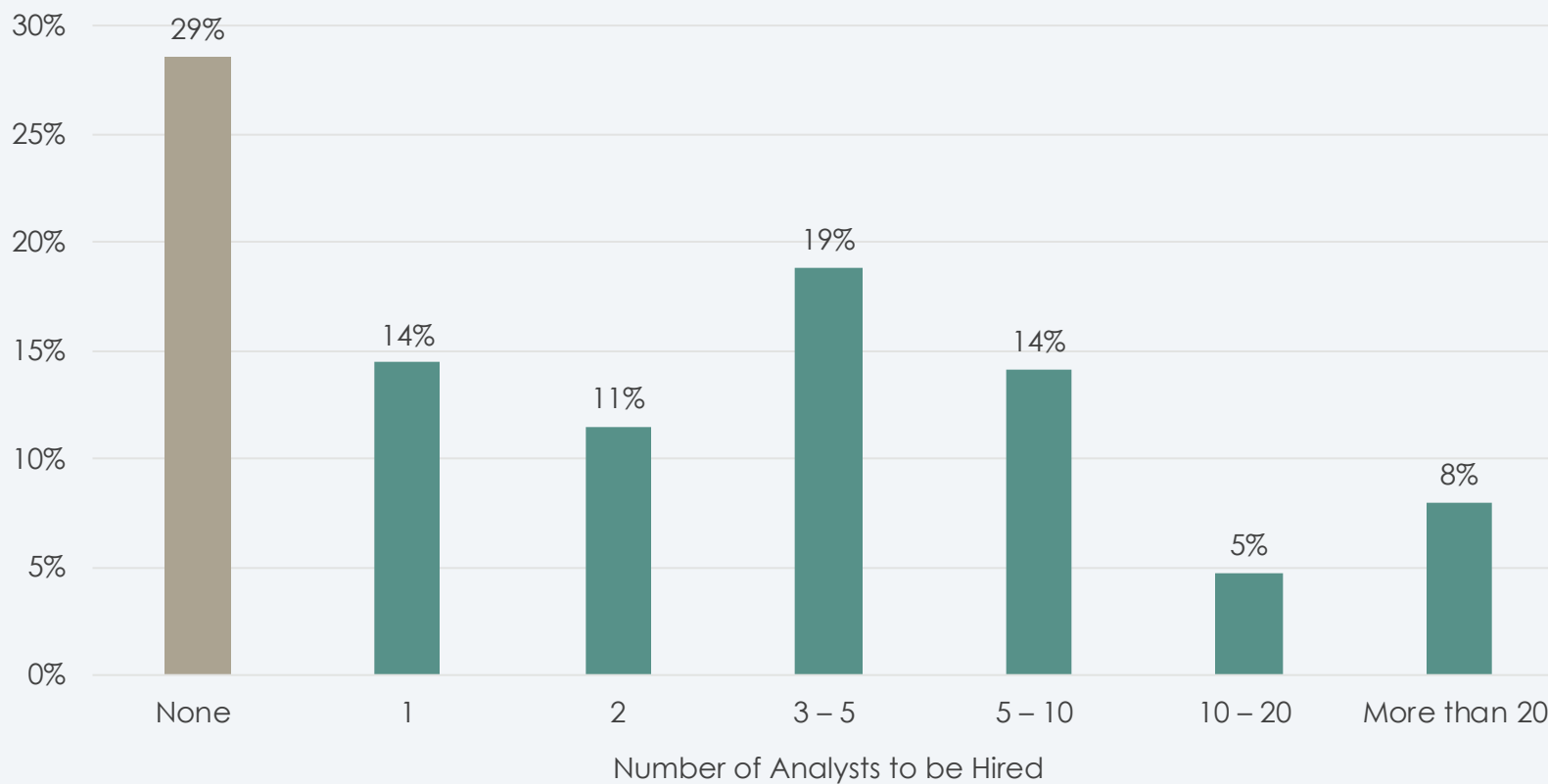
# 74% OF COMPANIES WILL ADD BI SUPPORT FOR NEW TEAMS OVER THE NEXT 12 MONTHS

## Which new teams will be given access to business intelligence (BI) solutions in the next 12 months?



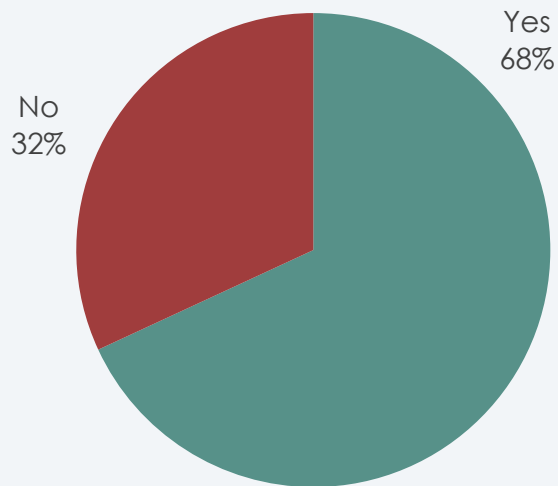
# 71% OF COMPANIES INDICATE PLANS TO HIRE MORE DATA ANALYSTS

How many data analysts does your company plan to hire over the next 12 months?



# 68% OF ANALYSTS HAVE IDEAS TO MAKE THEIR COMPANY MORE PROFITABLE BUT DON'T HAVE THE TIME TO IMPLEMENT THEM

Do you have ideas to make your company more profitable but are unable to find the time to implement them?



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34%

Time wasted trying to access needed data

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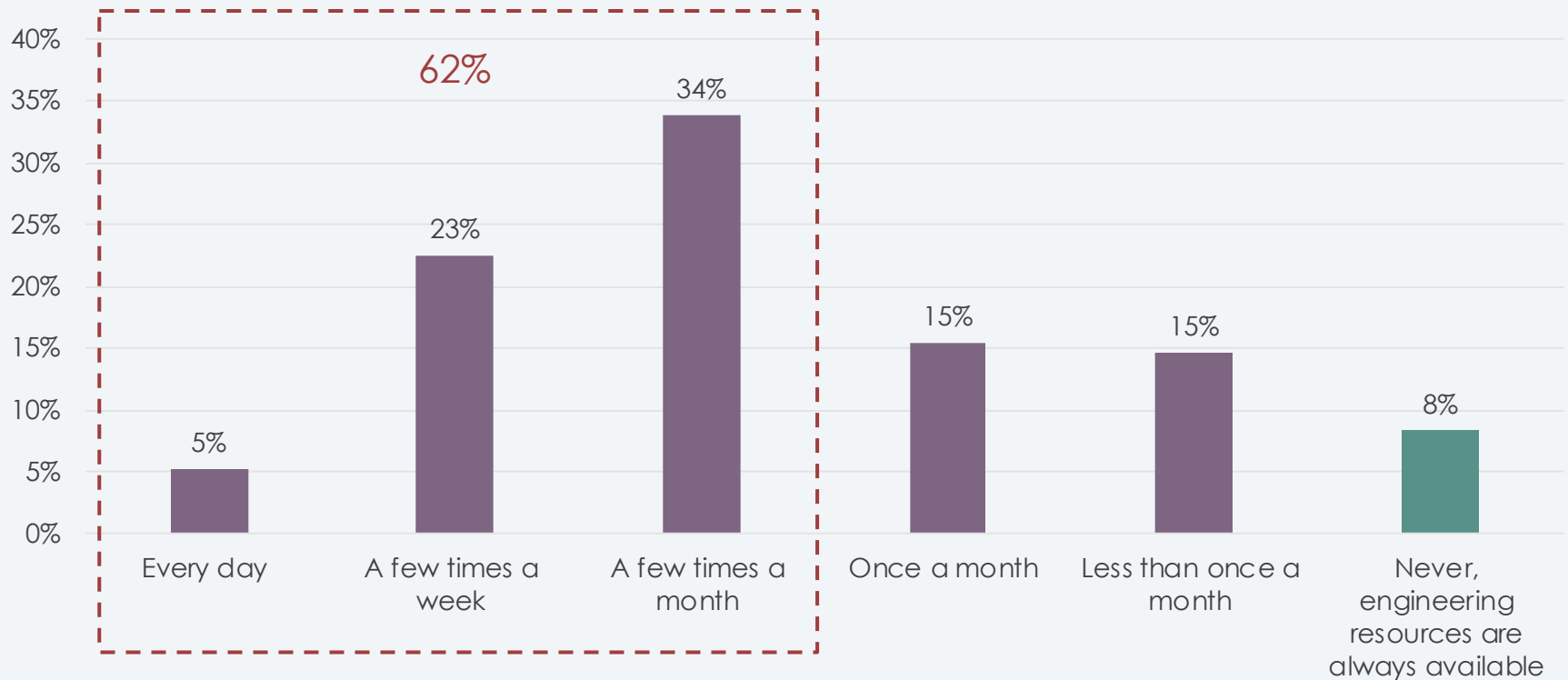
50%

Time spent actually analyzing data



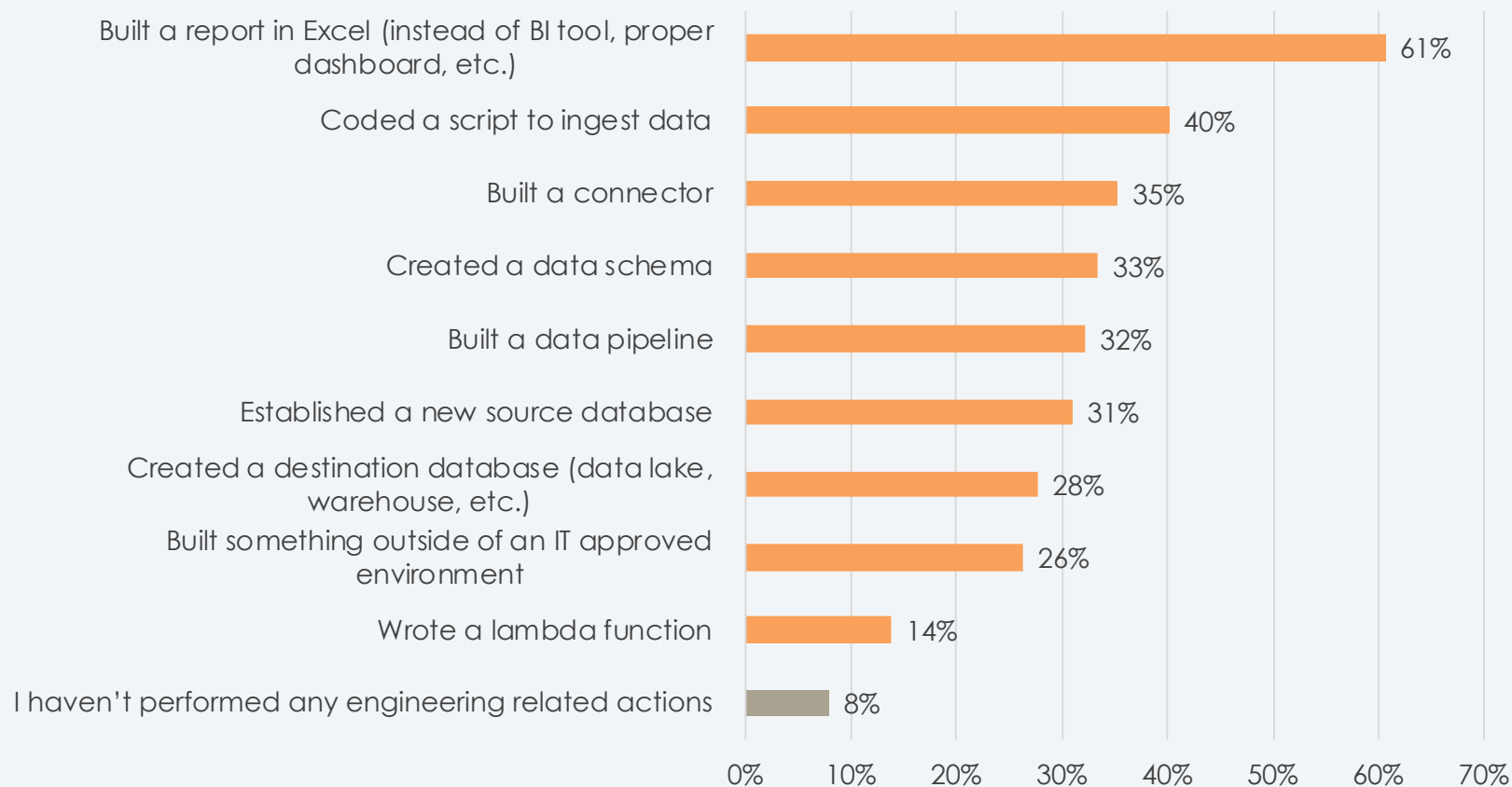
# 62% REPORT WAITING ON ENGINEERING RESOURCES NUMEROUS TIMES EACH MONTH

Approximately, how frequently do you find yourself waiting for engineering resources to become available?



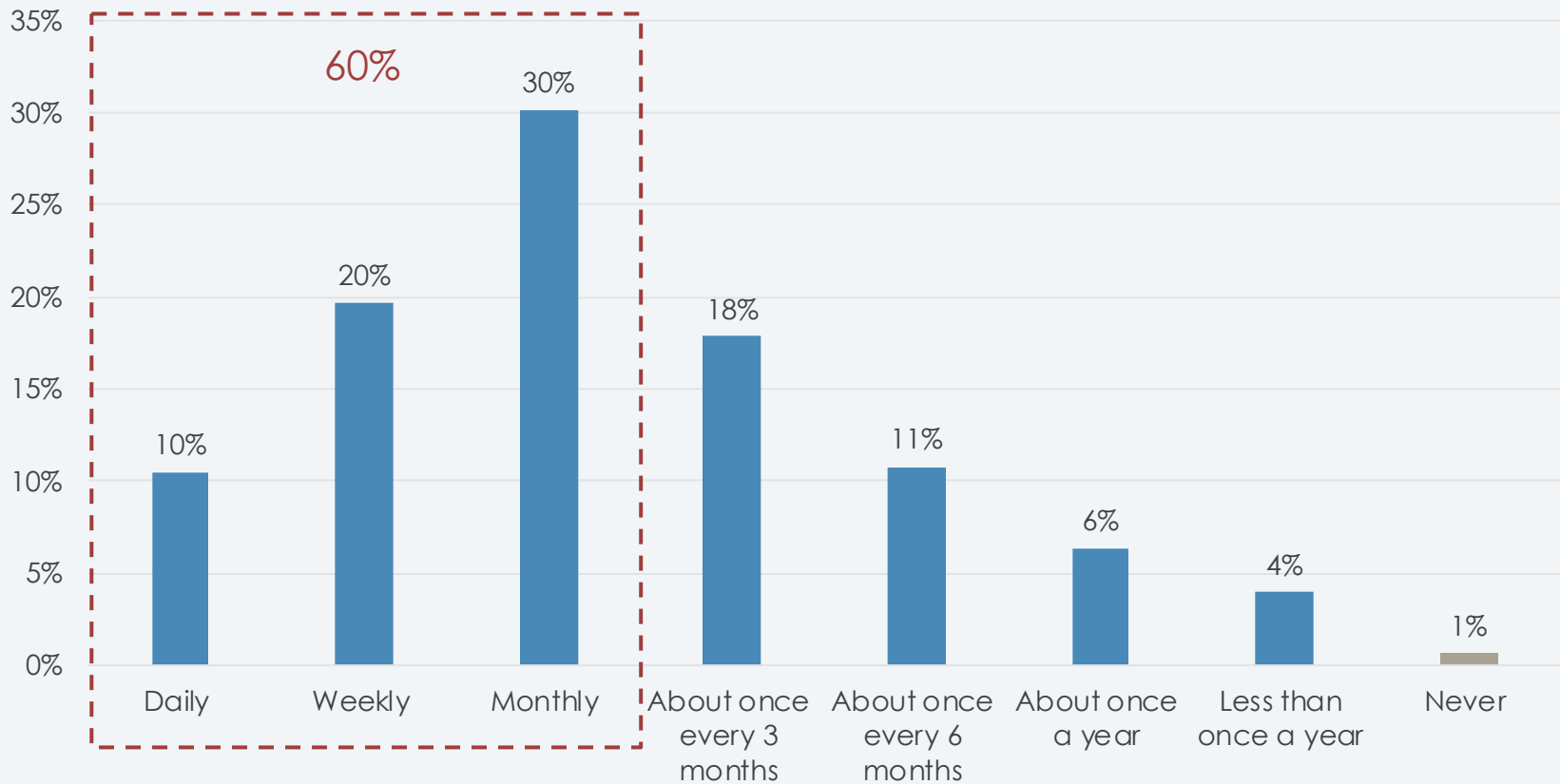
# 92% STATE THEY NEEDED TO PERFORM TASKS OUTSIDE THEIR ROLE

## Which of the following actions have you done because engineering resources were not available?



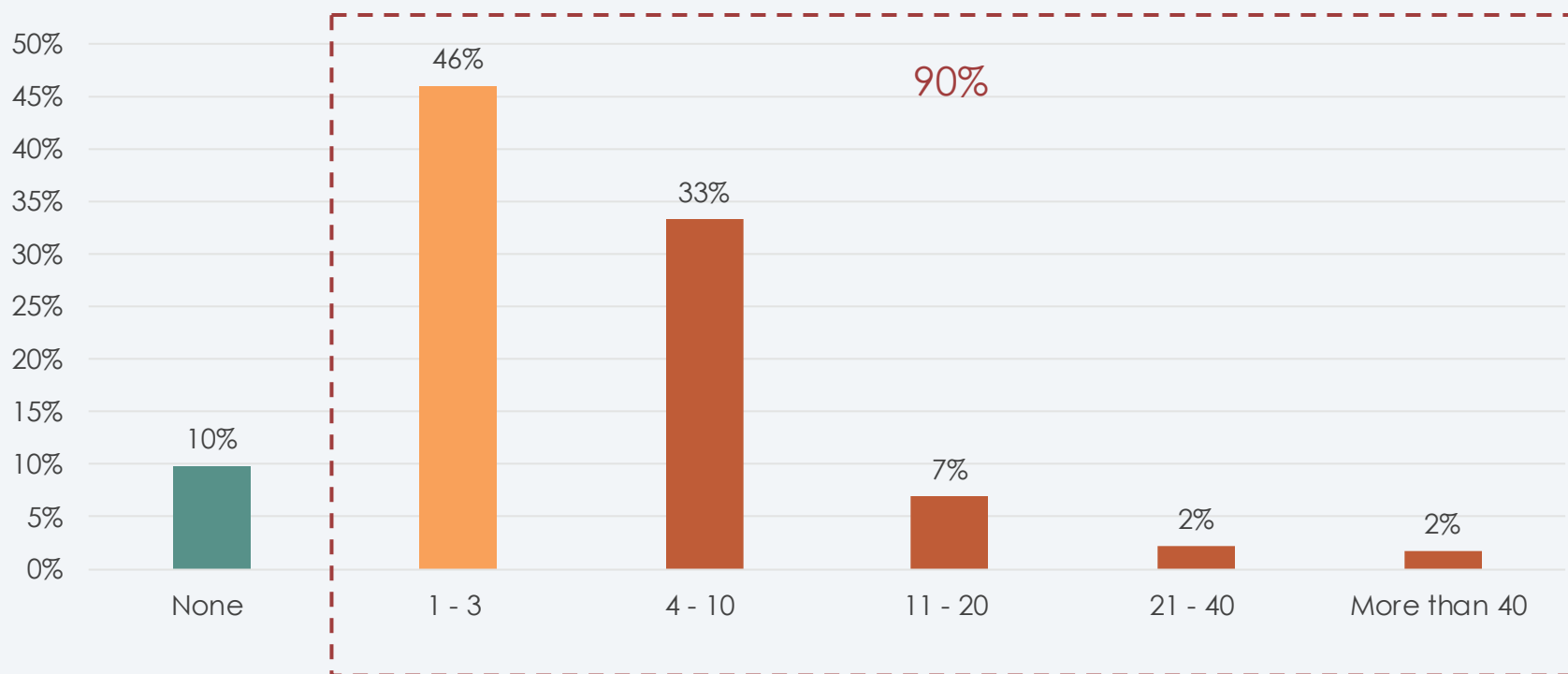
# 60% REVEAL DATA SCHEMAS CHANGE MONTHLY OR EVEN MORE FREQUENTLY

In general, how frequently do source data schemas change (e.g., a new data type gets added, a column is recreated, etc.)?



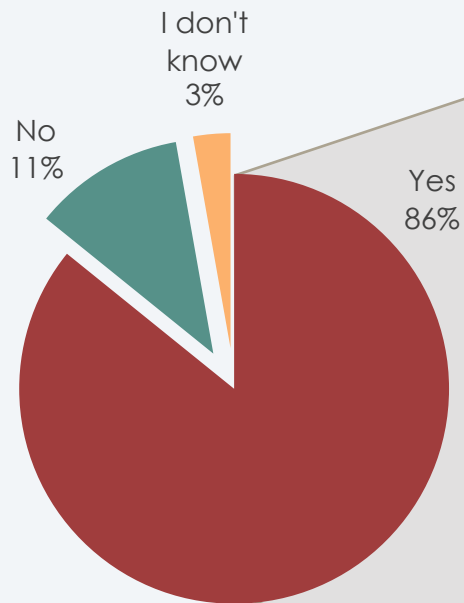
# 90% SHARE NUMEROUS DATA SOURCES WERE UNRELIABLE OVER THE LAST 12 MONTHS

Over the past 12 months, how many data sources have been unreliable (unavailable, broken, intermittent, etc.)?

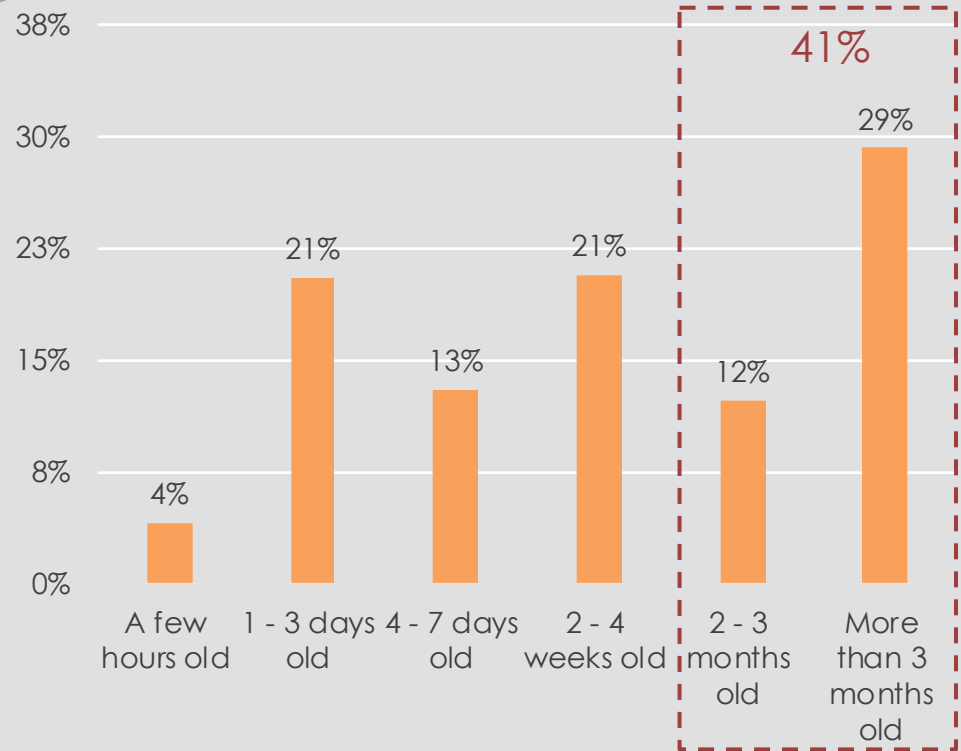


# 86% MUST USE DATA THAT IS OUT OF DATE, WITH 41% USING DATA 2 MONTHS OLD OR OLDER

Have you ever had to use data that was out of date?

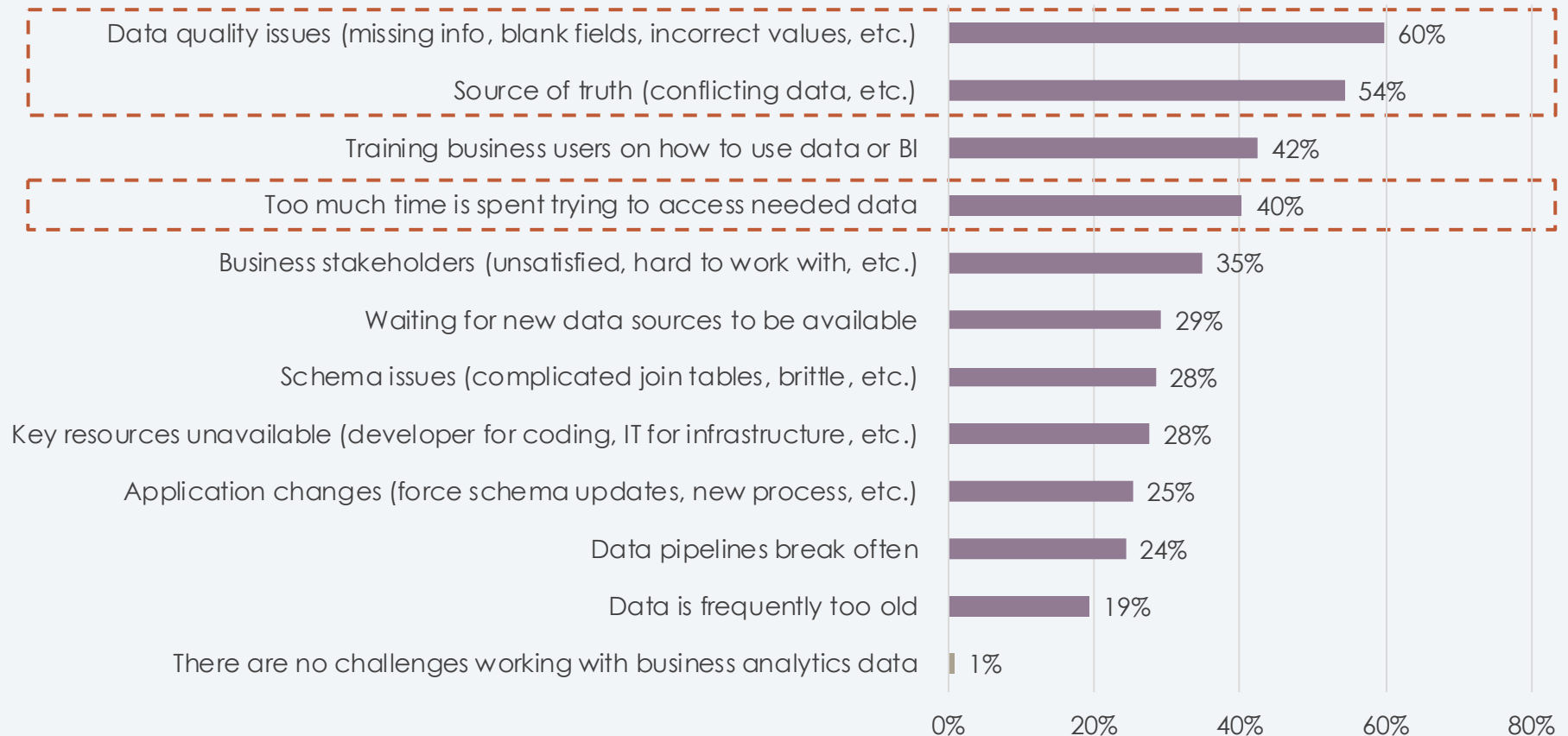


When you had to use data that was out of date, on average how old was it?



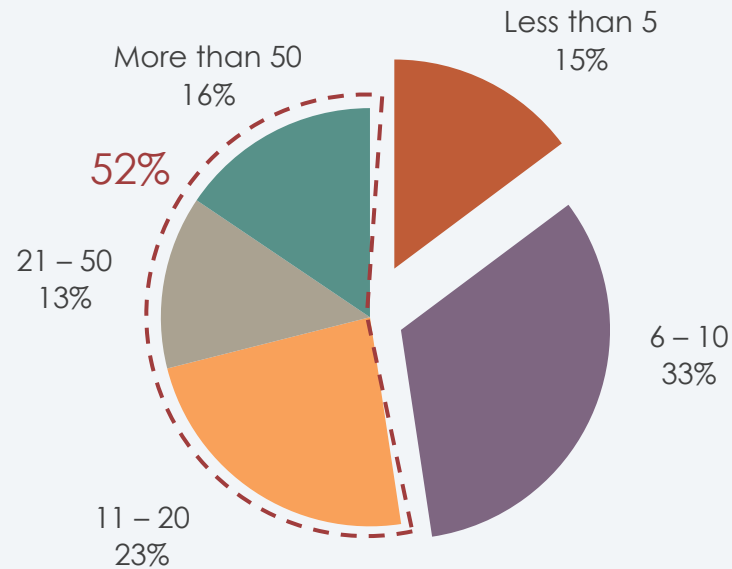
# DATA INTEGRITY, QUALITY, AND ACCESS TOP LIST OF ANALYST CHALLENGES

In your experience, what are the top challenges in working with data that is used for business analytics?



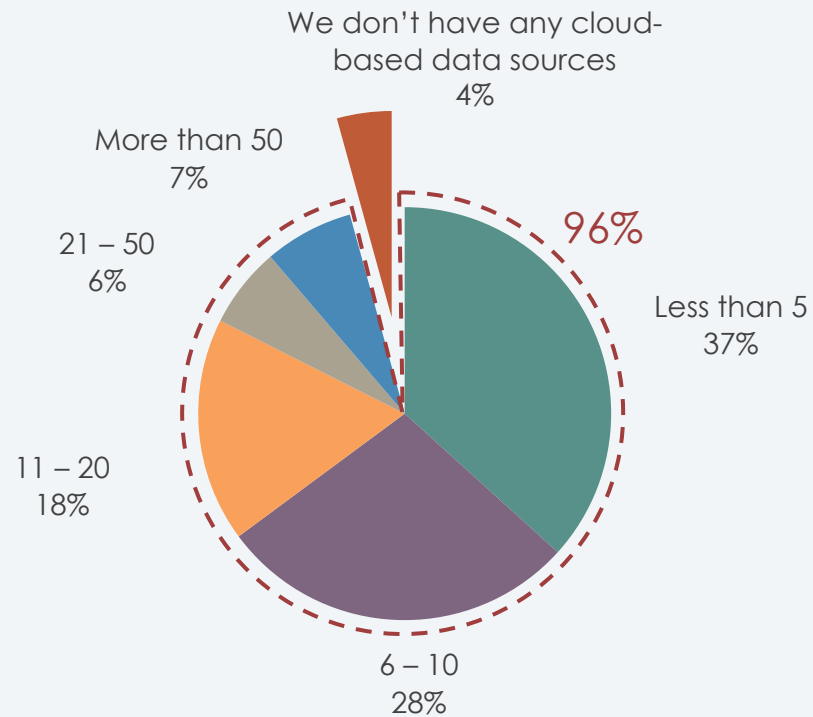
# 52% OF COMPANIES USE 11 OR MORE DATA SOURCES

Approximately, how many data sources are used for your company's business analysis?



# 96% OF COMPANIES ARE USING CLOUD-BASED DATA SOURCES

Approximately, how many data sources are cloud-based?





## FOR MORE INFORMATION...

### **About Dimensional Research**

Dimensional Research® provides practical market research for technology companies. We partner with our clients to deliver actionable information that reduces risks, increases customer satisfaction, and grows the business. Our researchers are experts in the applications, devices, and infrastructure used by modern businesses and their customers.

For more information, visit [www.dimensionalresearch.com](http://www.dimensionalresearch.com).

### **About Fivetran**

Fivetran is the leader in automated data integration, delivering ready-to-use connectors, transformations and analytics templates that adapt as schemas and APIs change to ensure reliable data access. Fivetran enables businesses to quickly adopt new SaaS apps and keep up with continual app changes. Fivetran is ready to go, with prebuilt connectors and customizable templates that accelerate analytics. Data is ready to access with continuous data synchronization from source to warehouse.

For more information, visit [www.fivetran.com](http://www.fivetran.com).

# METHODOLOGY AND PARTICIPANTS





# GOALS AND METHODOLOGY

## Research Goal

The primary research goal was to understand the value delivered by BI and company utilization trends. The research also focused on the role of the data analysts, their tasks, data sources, quality and stability of data, opportunities, and challenges.

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## Methodology

Data professionals and analysts at companies ranging from small to large enterprises representing all seniority levels were invited to participate in a survey on their company's use of BI and data processing.

The survey was administered electronically, and participants were offered a token compensation for their participation.

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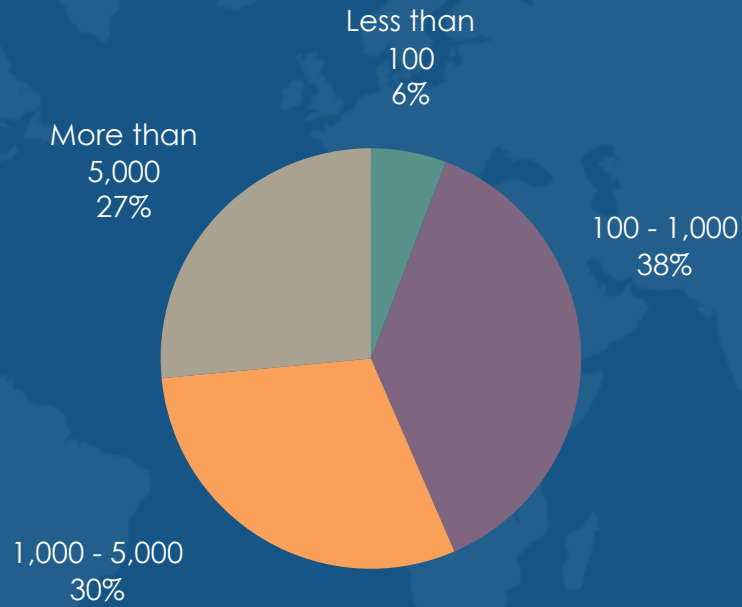
## Participants

A total of **486 qualified participants** completed the survey. All participants were actively involved in or responsible for BI processes and analytics. Participants were from all 5 continents.



# COMPANIES REPRESENTED

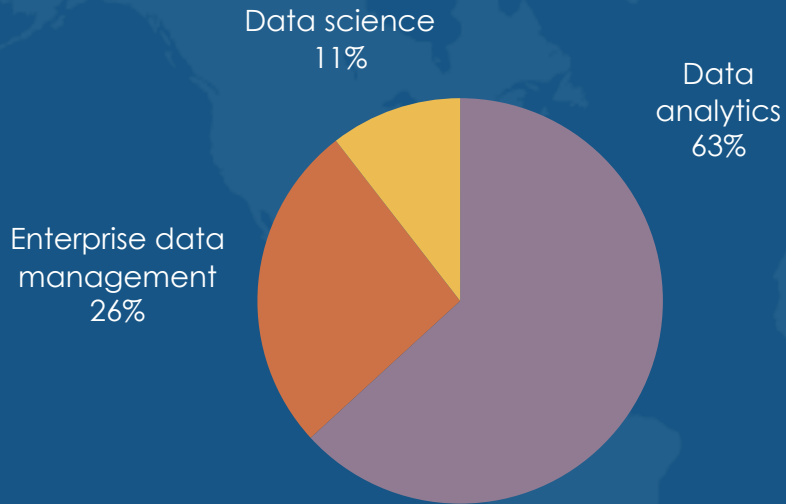
**Company Size**  
(Number of Employees)





# INDIVIDUALS REPRESENTED

## Data Role



## Seniority

