



DATA TRENDS REPORT

2020



DATA LITERACY

**Organisations look
to academia as a data
literacy incubator**

To address the data skills gap, businesses take inspiration from academia with training and certification

Digital transformation demands that businesses be data-driven, so organisations are forced to address the analytics skills gap across their employee base, with Gartner estimating that 80% of organisations will initiate data literacy efforts in 2020. More people have greater access to data than ever before, but are unable to "speak the language" of data. Companies are overcoming this barrier to growth by cultivating analytics capabilities outside of data scientist roles. Academic institutions have been developing critical-thinking and analytics skills in students for years, and corporations are taking a page out of academia's book by forming their own data literacy programmes, centres of excellence and communities, and subsidising certifications. Data-literate workers have the agency to understand and to use – to "translate" – the data they are increasingly exposed to, empowered to answer business questions and add greater value to their companies.

On average, organisations plan to spend \$15.3 million on digital initiatives over the next 12 months. Of this, 59% will be allocated to technology and 41% will be dedicated to people and skills.

IDG, 2019 DIGITAL BUSINESS RESEARCH



One thing we see is important for basic data literacy is really understanding where your data is used and how it's used and why it's important.”

— Anthony Brown, Enterprise Analytics Leader, Lockheed Martin

ARTIFICIAL INTELLIGENCE

**AI moves from abstract
to actionable**

Domain and
technology
experts overcome
the hype to create
a shared vision
for artificial
intelligence and
machine learning

Artificial intelligence is on everyone's lips as the next wave of digital transformation, while new technology and services have set the foundation for a new stage of AI maturity. Instead of piloting AI projects in innovation labs, organisations are taking a more practical approach, starting with how they structure the teams responsible for AI and machine learning. Instead of developing AI projects in a silo, organisations are starting to bring domain experts into the strategy and planning process to ensure that AI-powered recommendations are useful and actionable. This approach is also resulting in domain experts becoming AI champions and educators, teaching business users how to leverage AI recommendations effectively for decision making.

**79% of enterprises
say they have already
developed specific
strategies for their
AI infrastructure,
and a further 18%
plan to do so.**

**451 RESEARCH, 2020 TRENDS
IN DATA, AI AND ANALYTICS**



Business units must
lead AI projects and
be responsible for
their success.”

— HBR, *Building the AI-Powered Organization*, 2019

DATA STORYTELLING

**Personalised data stories
go mainstream**

Brands apply narratives to consumer data for more authentic and enlightening engagements

Data storytelling is an effective way for brands to illustrate our behaviour and engage us in ways that pure facts and figures could never achieve. We're accustomed to companies collecting our data and even anticipate their recaps of our habits in weekly or yearly summaries. Now, these insights are more pervasive than ever. Brands are taking it to the next level, boosting consumer engagement by making our data stories more meaningful, convenient and interactive. This also offers significant value to us as consumers, including creating more meaningful interactions for people who don't typically engage in data analysis.

Accenture Interactive found that 87% of consumers think it's important to purchase from brands or retailers that understand 'the real me.'

**ACCENTURE INTERACTIVE, 2019
CONSUMER PULSE SURVEY**



It's the context around the data that provides value and that's what will make people listen and engage."

— Christy Pettey, Gartner, [Use Data and Analytics to Tell a Story](#), 2018

DATA EQUITY

**Transparency around
workplace data leads to
equity and organisational
success**

Data as a
resource shows
equity is
a prerequisite
to improved
employee
satisfaction
and business
performance

Data is becoming a critical resource for organisations working to increase equity. Transparent data allows organizations – from non-profits to corporations and beyond – to uncover inequity and be intentional in identifying individuals or groups who are under-represented or facing barriers to full representation. Beyond addressing the moral imperative, establishing equitable environments has positive impacts on both individuals and the organisations that initiate them. For corporations, transparency about their workforce data creates the opportunity to improve employee retention and satisfaction, while also accurately reflecting the communities and customers they serve. Research shows that diverse and equitable workplaces experience increased profitability, optimal operational efficiency and competitive talent acquisition, among other benefits.

A Deloitte report shows that inclusive organisations can deal with individual performance problems 3.6 times better than those that lack intentionally inclusive talent strategies.

DELOITTE, TALENT MATTERS, 2017



Data can show schools their inequities and the pathways to more equitable environments. With data at their fingertips, we're not making up stories, we're using data to help schools have more dynamic views."

— Sasha Rabkin, Equal Opportunity Schools Chief Strategy Officer

DATA CULTURE

**Accountability for
data stretches across
the C-suite**

Executives share responsibility for the future of data & analytics

In the digital era, organisations are looking for ways to stay competitive, starting with data. While Chief Data Officers are driving digital transformation efforts, now all executives are committed to treating data and analytics as a shared responsibility. All functional leaders – not just the CDO and CIO – are expected to inform their organisation's data and analytics strategy with critical inputs from their own teams. This creates a holistic view of data and analytics across the entire organisation and ensures that executives have a more informed perspective when advocating for data initiatives. When executives model and support data-driven behaviour, it creates a trickle-down effect, embedding data into the fabric of day-to-day conversations and behaviours for every department and role.

By 2022, 90% of corporate strategies will explicitly mention information as a critical enterprise asset and analytics as an essential competency.

GARTNER, *WHY DATA AND ANALYTICS ARE KEY TO DIGITAL TRANSFORMATION*, 2019



Data formed the unifying bridge to help achieve the best outcomes.”

— Danielle Beringer, Regional Data Officer, Nissan North America

DATA MANAGEMENT

**Data integration
is the catalyst for
IT business harmony**

Organisations expand data management participation to support data- driven decision- making at scale

With more applications creating more data and use cases for analytics than ever before, organisations are challenged to integrate, govern and promote their data assets at scale. Traditional methods no longer work at scale – preparing and moving data through centralised warehouses can't maintain governance and keep up with the business needs. Technologies are already evolving to bring data management functions closer to the business, including self-service data preparation and data catalogues. Now, organisations need to evolve roles and processes so business can share data management responsibilities, helping IT to curate and promote governed data at scale.

Core data management functionalities (such as data profiling, data cataloguing, metadata management and data integration) now appear in many individual data management applications and tools. The distinction among them is getting blurry, driving confusion in the market.”

GARTNER, MODERN DATA AND ANALYTICS REQUIREMENTS DEMAND A CONVERGENCE OF DATA MANAGEMENT CAPABILITIES, 2019



We need to help everyone understand the story that we're telling. And one of the ways that we do that is by using a data catalogue. We can start helping our residents and those who are consuming information to understand what we mean when we say those specific words."

— Jefferson McMillan-Wilhoit, Director, health informatics and technology,
Lake County Health Department



tableau.com/reports/data-trends