

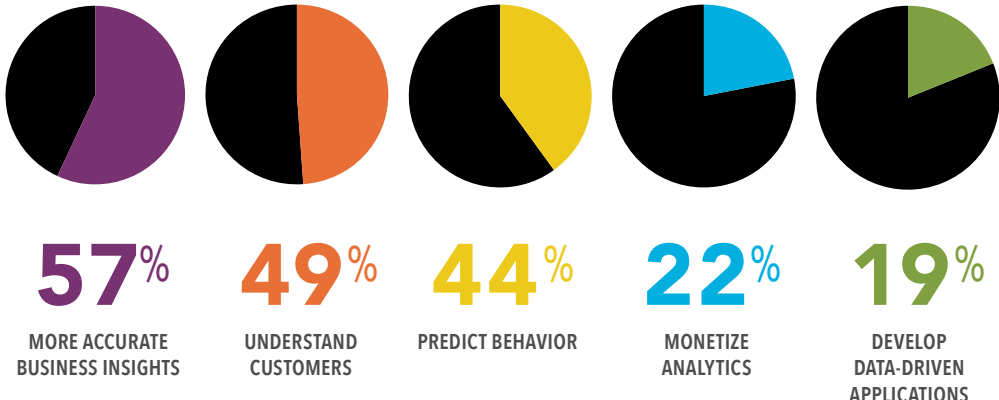
DECEMBER 2016 TDWI BEST PRACTICES REPORT: DATA SCIENCE AND BIG DATA – ENTERPRISE PATHS TO SUCCESS

Organizations increasingly value big data and data science and embrace more diverse data sources to gain insight about customers, increase efficiency, and generate new revenue streams. Developing an effective analytics and data science strategy, however, is often a struggle. In the recent *TDWI Best Practices Report: Data Science and Big Data – Enterprise Paths to Success*, we take a look at organizations' experiences with and plans for big data and data science and offer best practices for successfully implementing big data programs. Here are several of the key survey results.

BETTER BUSINESS INSIGHT IS DRIVING BIG DATA ADOPTION

ORGANIZATIONS ARE USING BIG DATA TO UNDERSTAND THEIR BUSINESSES AND CUSTOMERS AND PREDICT BEHAVIOR.

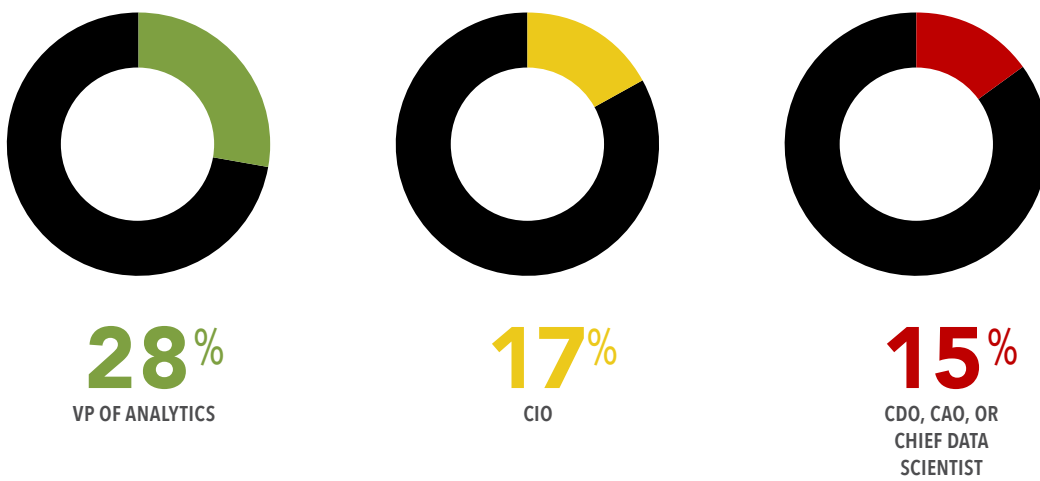
Percentage of respondents ranking the following drivers for big data deployments "extremely important" in their organization or company.



Source: Figure 1, page 9

WHO LEADS DATA SCIENCE EFFORTS?

NEARLY 30% OF RESPONDENTS HAVE A VP OF ANALYTICS LEADING THEIR BIG DATA EFFORTS.

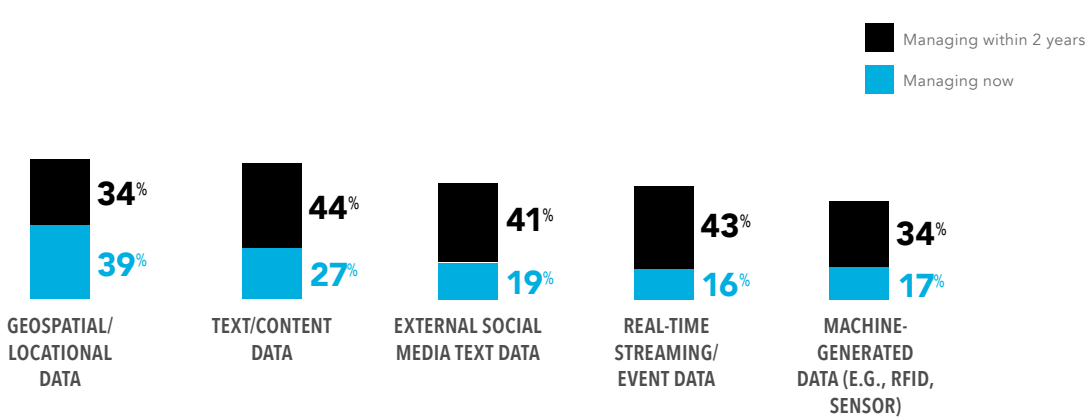


Source: Third paragraph, page 22

USE OF NEWER DISPARATE DATA TYPES IS INCREASING

OVER 40% OF RESPONDENTS ARE PLANNING TO UTILIZE TEXT, SOCIAL MEDIA, OR REAL-TIME STREAMING DATA IN THE NEXT TWO YEARS.

Which of the following types of data are you managing as big data now? Within two years from now?

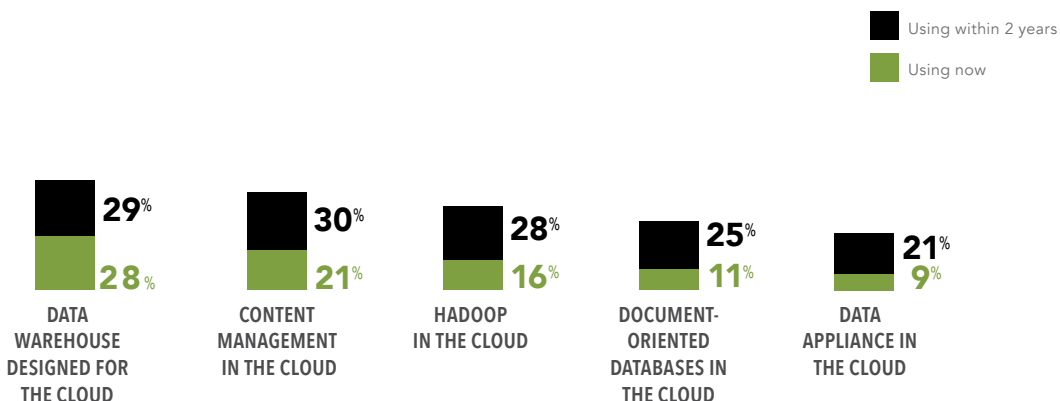


Source: Figure 3, page 11

BIG DATA MANAGEMENT IN THE CLOUD IS GROWING

MANAGING BIG DATA IN THE CLOUD WITH DATA WAREHOUSES, HADOOP, CONTENT MANAGEMENT SYSTEMS, AND DATA APPLIANCES WILL SIGNIFICANTLY INCREASE IN THE NEXT TWO YEARS.

What kind of data management platforms are you using for big data now? Within two years from now?

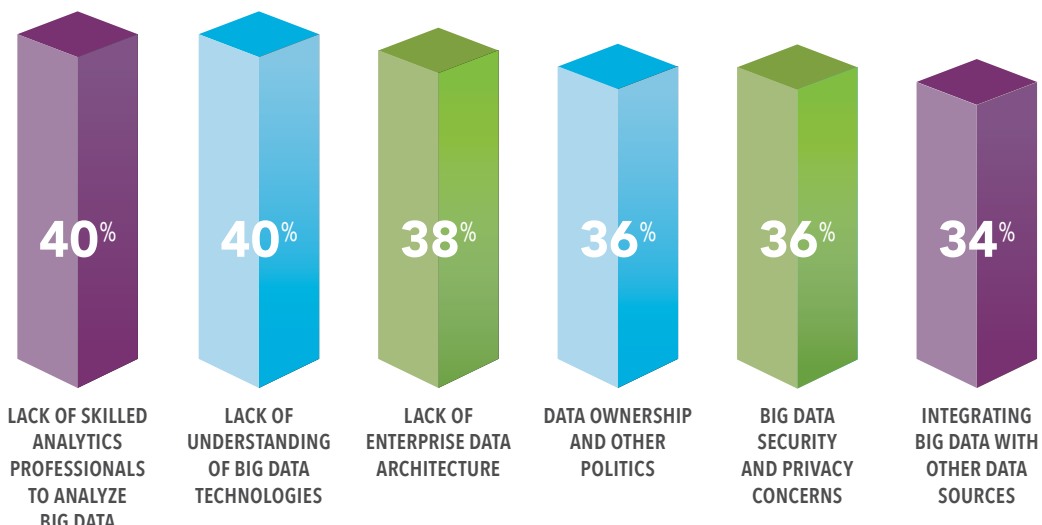


Source: Figure 5, page 15

THE KNOWLEDGE AND SKILLS DEFICIT IS A CHALLENGE TO BIG DATA ADOPTION

A SHORTAGE OF ANALYTICS PROFESSIONALS AND NOT UNDERSTANDING TECHNOLOGIES ARE TOP BARRIERS TO BIG DATA ADOPTION.

What will be the biggest organizational and technology barriers to adoption of big data in your organization? (Could select up to three responses)

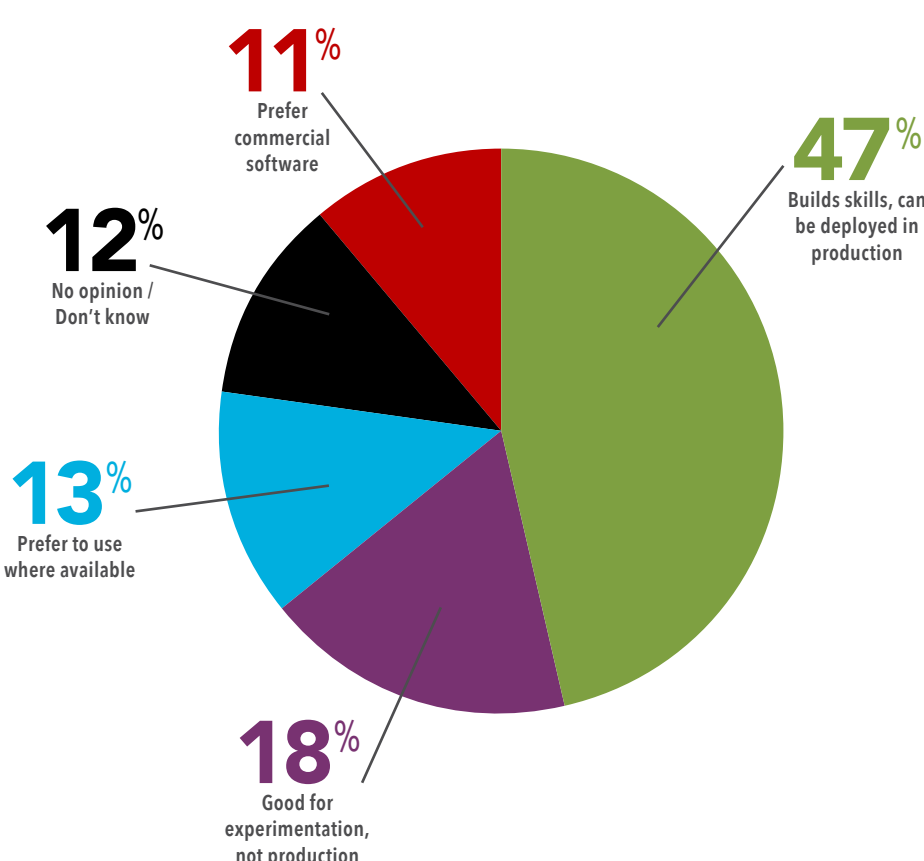


Source: Figures 12 and 13, page 27

OPEN SOURCE TECHNOLOGIES ARE POPULAR

NEARLY HALF OF RESPONDENTS BELIEVE OPEN SOURCE TECHNOLOGIES BUILD SKILLS AND CAN BE DEPLOYED IN PRODUCTION FOR BIG DATA.

Which of the following most closely resembles your opinion with regard to open source and big data/data science efforts?



Source: Figure 9, page 21

DATA FROM



TDWI'S BEST PRACTICES REPORT: [DATA SCIENCE AND BIG DATA ENTERPRISE PATHS TO SUCCESS](#)

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