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Accenture Analytics

Weak Analytics Capabilities Hindering Companies' and Governments' Decision-Making Abilities, Accenture Research Reveals

Statistics from release

Statistics from release

Nature of use of analytics	Total %	US %	UK&I %
Corporate data			
Single enterprise wide facility	44	45	43
Separate local facilities	45	40	51
Not used at all	11	15	6
Analytical software/systems			
Single enterprise wide facility	32	29	35
Separate local facilities	57	59	56
Not used at all	11	12	9
Analysts/Analytical talent			
Single enterprise wide facility	27	29	25
Separate local facilities	52	41	62
Not used at all	22	30	13

Statistics from release

Agreement with key statement	Total %	US %	UK&I %
New technologies like social networking and web 2.0 have increased the range and quality of available information and the intuitive quality and ease of use of analytical tools which has significantly helped reduce the amount of time we spend searching for information	27	22	33
We would use analytics more extensively throughout the business but we are nervous about exposing key information to an increasing number of managers and staff	28	23	33
The long term goals of our senior management team is not just to apply analytics in useful areas of the business, but to become more analytical in decision making styles and methods across the enterprise	46	51	42
Our use of analytics now is less than ideal but our senior management team is committed to a future based on more enterprise wide strategic analytical decision making	41	39	42
Our current technological resources and systems greatly hinder the effective use of enterprise wide analytics	38	30	46
More decisions are now made based on complex data analysis as a result of the recession and financial crisis as opposed to say, 18 months ago	41	35	48
We have all the information and insights we need to optimize our business today	49	43	55
We have more opportunities to use analytics to improve the business than we have analytical resources to address them	51	40	62

Statistics from release

Senior management commitment to analytics and fact-based decision making	Total %	US %	UK&I %
Totally committed	12	5	18
Highly committed	59	54	64
Somewhat committed	25	34	16
Not very committed	3	4	1
Not at all committed	1	2	1

Statistics from release

Immediate and long term top priority analytical objectives	Total		US		UK&I	
	Now %	Long term %	Now %	Long term %	Now %	Long term %
Get data in order	66	35	63	42	68	29
Improve understanding of customers, competitors, markets	43	58	39	63	48	53
Trigger differentiated action in response to an event or customer activity	63	51	66	47	59	56
Model and predict behaviour/actions/ decisions	40	71	37	73	44	70
Real time optimization (individualized decisions/offers in real time)	43	56	48	50	37	62

Statistics from release

Importance in aiding/informing _senior_ managerial decision making process	Total Ave score*	US Ave score*	UK&I Ave score*
Simple data and facts	3.4	3.5	3.3
More complex data analysis	3.2	3.0	3.4
Intuition	3.2	2.9	3.5
Personal experience	3.4	3.1	3.6
Consultation with others	3.4	3.1	3.7

*** Average score out of 5 where 5 equal very important**

Statistics from release

Extent to which Company data is "clean"	Total Ave score*	US Ave score*	UK&I Ave score*
Accuracy	3.1	2.9	3.3
Format	3.2	3.0	3.4
Completeness	3.3	3.0	3.5
Consistency	3.4	3.1	3.6
Level of integration	3.3	3.1	3.5
Ease of use/understanding	3.3	3.0	3.7
Accessibility	3.5	3.2	3.9

Average score out of 5 where 5 equal extremely clean

Statistics from release

Extent to which data security concerns are based on previous data security breaches	Total %	US %	UK&I %
Concerns are totally based on previous data security breaches	8	6	9
Concerns are partly based on previous data security breaches and partly on other considerations	60	61	58
To a very limited extent – we've only suffered minor data security breaches	23	20	25
Not at all – we've never suffered a data security breach	10	12	8

Statistics from release

Extent companies analyze their data to predict what might happen in respect of……	Total		US		UK&I	
	Great %	Great/ mod %	Great %	Great/ Mod %	Great %	Great/ Mod %
Market growth	36	78	36	71	36	83
Competitor performance/activity	23	68	34	67	13	69
Market trends	21	60	30	61	12	58
New product/service development	13	59	20	64	7	54
Changing skills requirements	7	48	10	59	4	37
Financial/economic trends	12	50	13	52	11	48
Risk management	11	47	11	43	10	50
Supply chain/resource requirements	6	37	6	35	6	40