High performance. Delivered.

Accenture Analytics

Functional analytics, public vs private sector analytics

Statistics from sidebar

Statistics from sidebar

Areas of the business using analytics*	Total %	US %	UK %
Finance	35	26	44
Sales/marketing/CRM	33	33	33
Supply chain	21	26	16
Operations	33	35	30
HR	25	24	25
Strategy	20	17	22

to understand, measure and influence factors that contribute to business performance

Statistics from sidebar

Functions targeted for investment in analytics	Total %	US %	UK&I %
Finance	30	20	39
Sales/marketing/CRM	32	31	34
Pricing	17	22	11
Supply chain	23	24	22
Operations	28	34	23
HR	16	17	14

Statistics from sidebar

Importance in aiding/ informing _senior_ managerial decision making process	Total Ave score*	Fin Serv Ave Score*	Comms & Hi-Tech Ave score*	Pub Serv Ave score*	Products Ave score*	Resources Ave score*
Simple data and facts	3.4	3.5	3.2	3.7	3.3	3.3
More complex data analysis	3.2	3.2	3.1	3.7	3.1	2.9
Intuition	3.2	3.2	3.1	3.6	3.3	2.9
Personal experience	3.4	3.3	3.3	3.8	3.3	3.3
Consultation with others	3.4	3.4	3.3	3.8	3.4	3.4

*_Average score out of 5 where 5 equals very important_

Statistics from sidebar

Extent to which Company data is "clean"	Total Ave score*	Fin Serv Ave Score*	Comms & Hi-Tech Ave score*	Pub Serv Ave score*	Products Ave score*	Resources Ave score*
Accuracy	3.1	3.2	3.0	3.6	3.1	2.7
Format	3.2	3.0	3.1	3.6	3.2	3.0
Completeness	3.3	3.1	3.1	3.6	3.4	3.1
Consistency	3.4	3.3	3.3	3.6	3.4	3.2
Level of integration	3.3	3.3	3.3	3.5	3.4	3.1
Ease of use/understanding	3.3	3.4	3.2	3.5	3.3	3.2
Accessibility	3.5	3.6	3.5	3.6	3.6	3.3

Average score out of 5 where 5 equals extremely clean