



Great Lakes STATE OF ANALYTICS Benchmark Study

September 2022

Research Overview



This study was developed to help small and medium-sized businesses understand how other organizations in Michigan utilize their data to get ahead.

The study is centralized around four key aspects related to analytics use...



Key Study Objectives

WIT's inaugural *2022 Great Lakes State of Analytics Benchmark StudySM* is intended to provide an understanding of the following:

- The current state of data analytics (adoption, management, distribution, and strategy) throughout organizations
- Which technology/tools companies use for analytics
- Where analytics is parked in an organization
- What data platforms are being used for analytics needs

Survey Methodology



Those qualified to participate in this study were contacted by phone and/or email or completed the survey via our company website.



- Total surveys completed = 135
- Qualified (clean) surveys = 100
- Average time/complete = 6 min
- Completion rate = 78%
- Web survey conducted in English

Scope of Study

The study consists of online interviews with business and technology professionals from largely the upper mid-market organizations headquartered in the state of Michigan.

The goal was to collect input from representatives of 100 unique companies (at minimum), per the sample criteria above.

Online survey conducted over the course of 9 weeks beginning in late March through mid-May 2022.

KEY FINDINGS

powered by



Key Study Findings

- Nearly all respondents indicate they utilize analytics in some form—most do not have a centralized team or dedicated resource. The same holds true among those companies who utilize analytics more extensively.
- Departments that handle money in and out of an organization (sales/marketing and accounting/finance) are those most likely to utilize analytics
- 85% of respondents report utilizing spreadsheets/files to manage their data for analytics needs
- Between business operations and IT, the handling and distribution of analytics is split right down the middle
- A lack of available and qualified resources is what deters organizations most from utilizing analytics more frequently—difficulty in finding and retaining good analytics talent is a strong contributor
- Aggregated together, data architecture initiatives outpace dashboards and reports

TOPLINE RESULTS

powered by

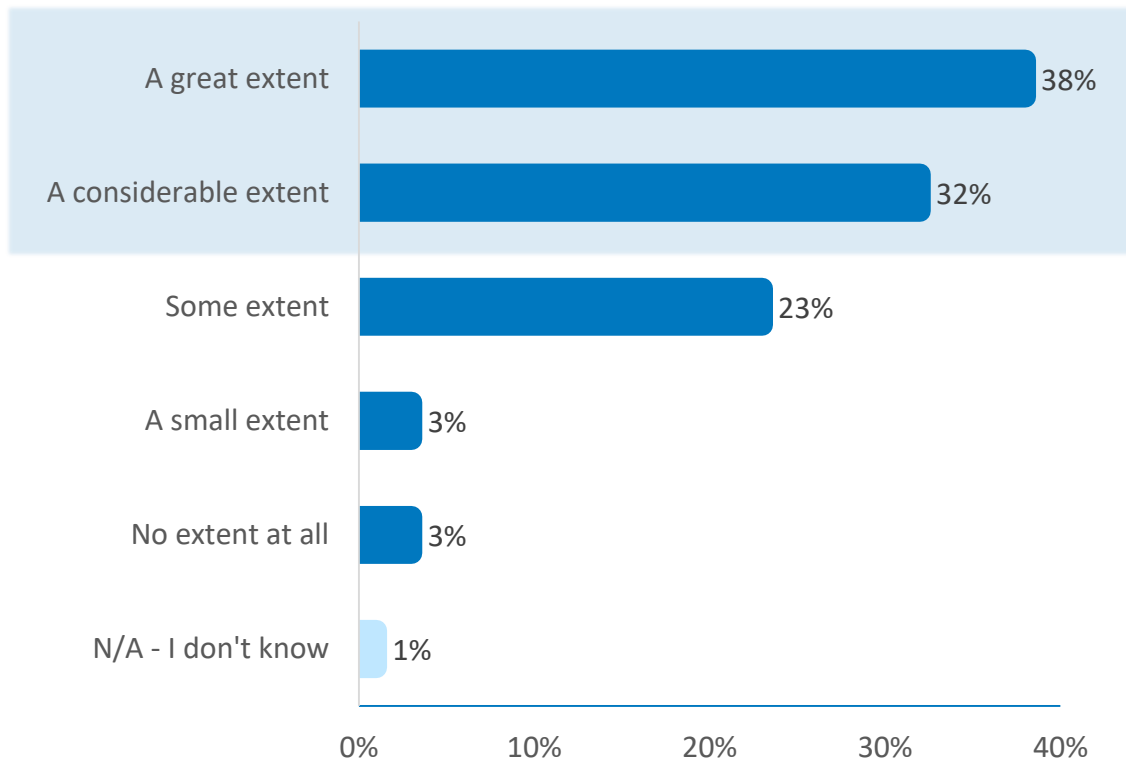


Q1. To what extent does your organization utilize Analytics to make informed business decisions?

Overall, nearly all companies surveyed state that they utilize some form of analytics.

Seventy percent (70%) of companies are frequent analytics users (i.e., they utilize analytics to a great or considerable extent, at minimum).

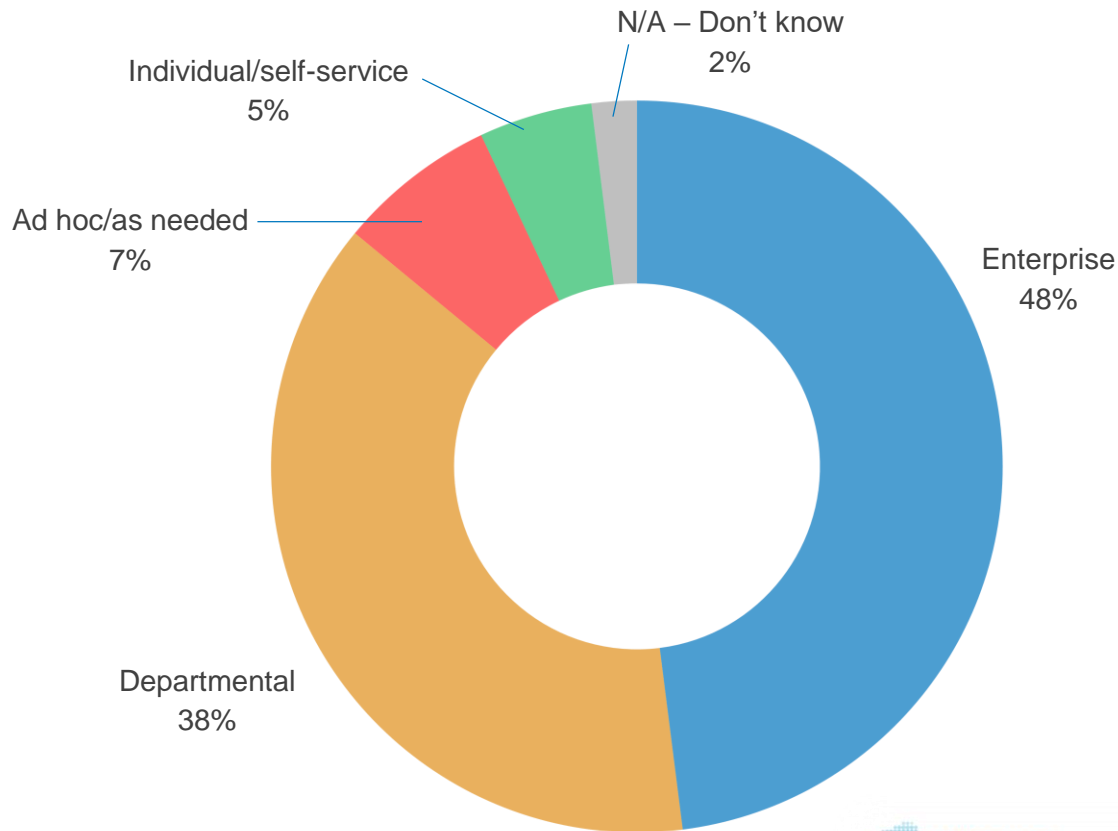
Extent Organizations Utilize Analytics



Q2. At what level is Analytics embedded in your organization?

Despite the finding that 70% of organizations recognize themselves as being data driven (*in that they utilize analytics to a great or considerable extent*), only about half of organizations overall deploy analytics at the enterprise level.

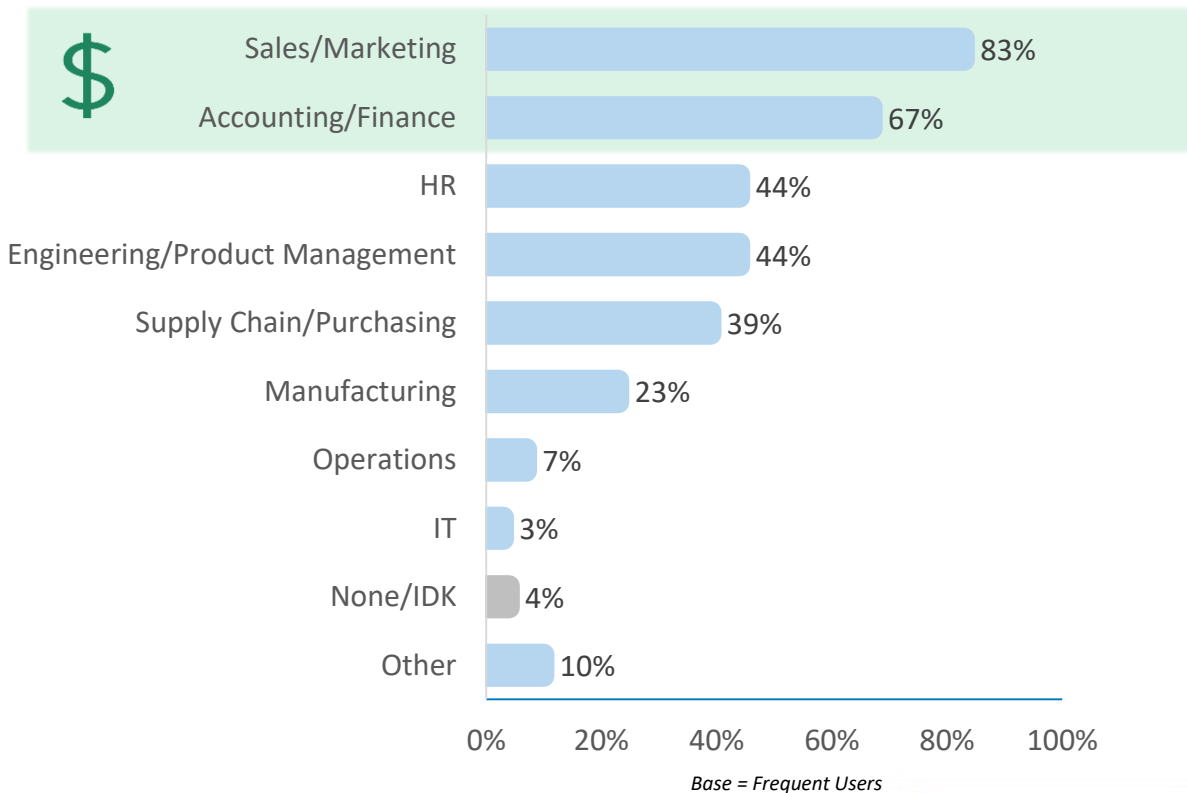
Level Analytics Embedded in Organization



Q3. Which business functions within your organization utilize Analytics to make informed business decisions?

Departments that handle the money (in and out of an organization) are the most likely to utilize analytics.

Business Functions that Utilize Analytics



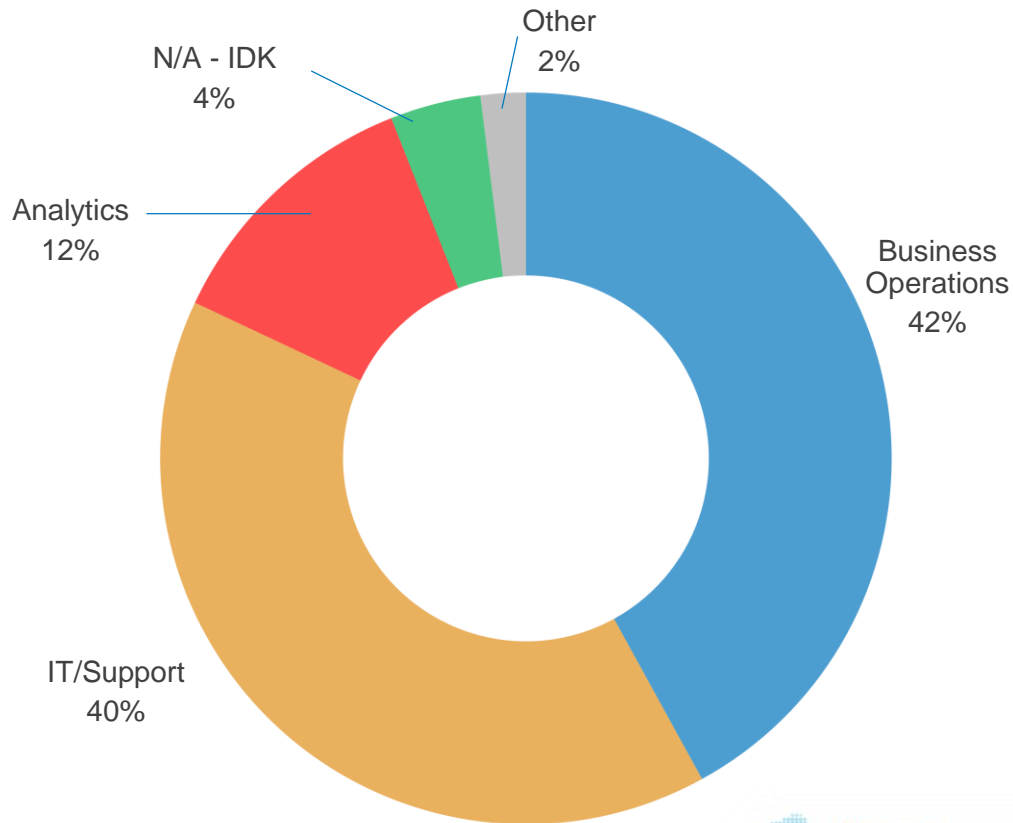
Frequent Users = Those who utilize Analytics to a Great or Considerable Extent (Q1)

Q4. Who typically leads the distribution of Analytics throughout your organization?

Interestingly, 12% of organizations report having a centralized analytics function within their organization.

Surprisingly, only 40% of organizations report that IT administration/support owns the distribution of analytics.

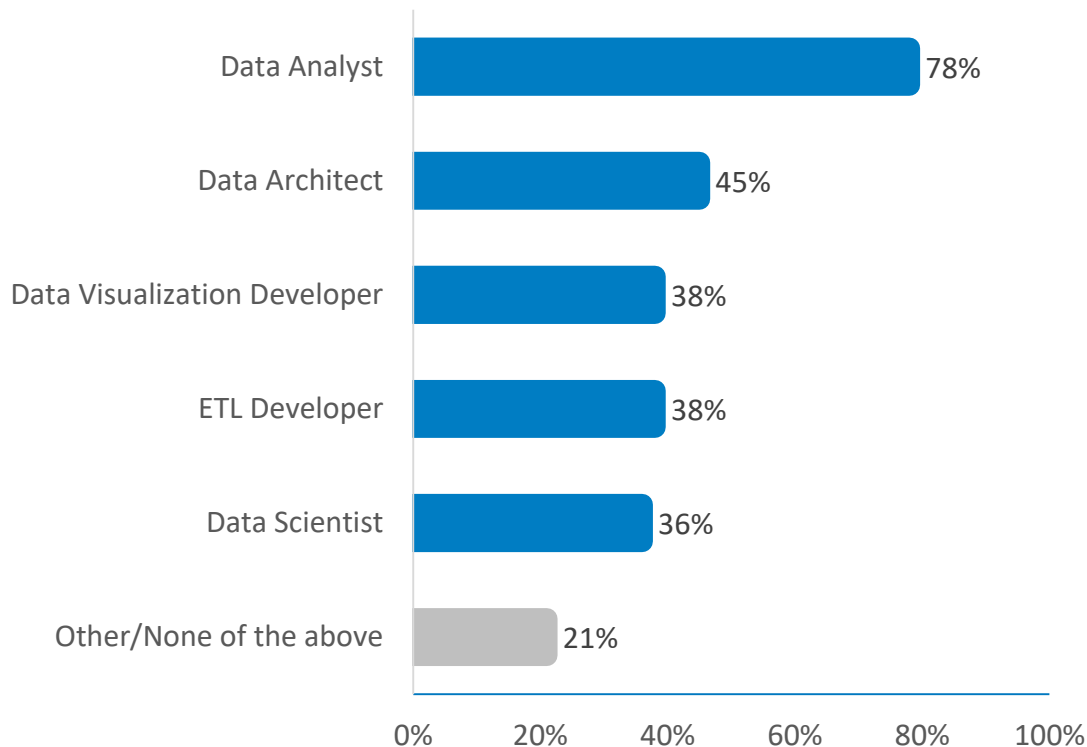
Analytics Leadership



Q5. What Analytics roles exist within your organization?

Interestingly, nearly half of the companies surveyed report having a data architect on staff.

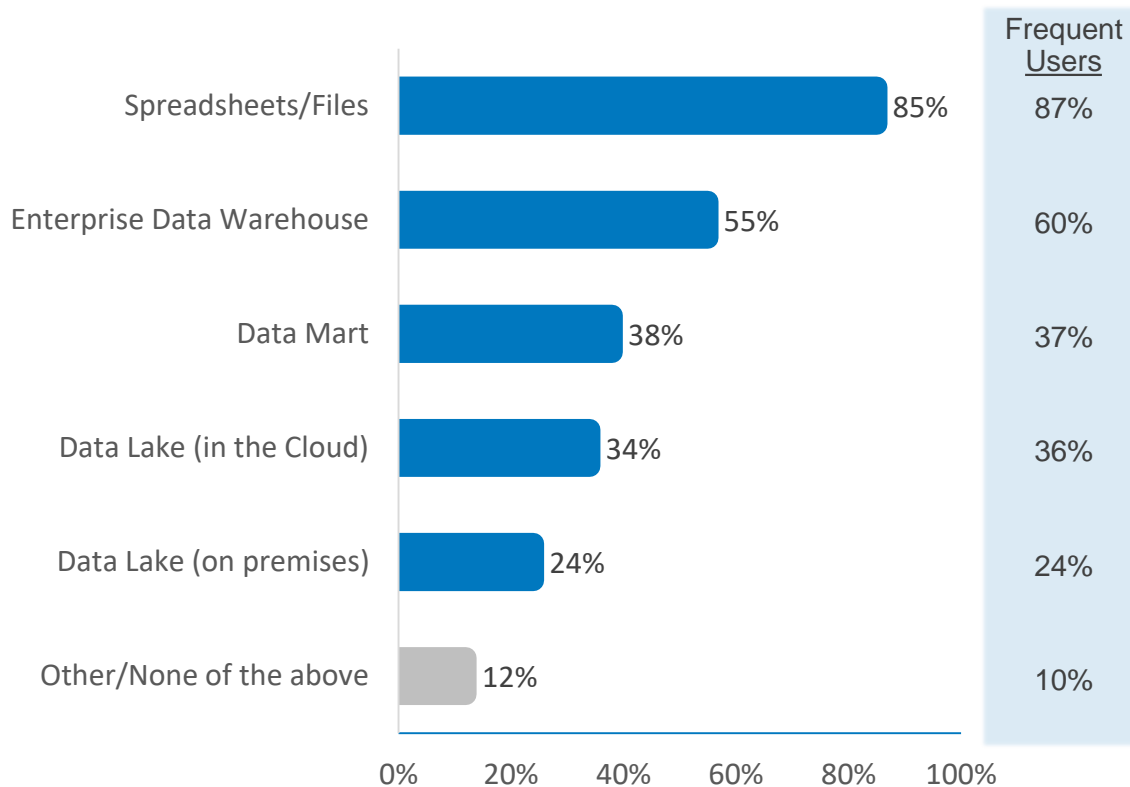
Analytics Roles that Exist in Organizations



Q6. Which data management assets does your organization utilize for Analytics?

Not surprisingly, spreadsheets and files are still the overwhelming favorite data assets utilized for analytics.

Data Management Assets Utilized for Analytics



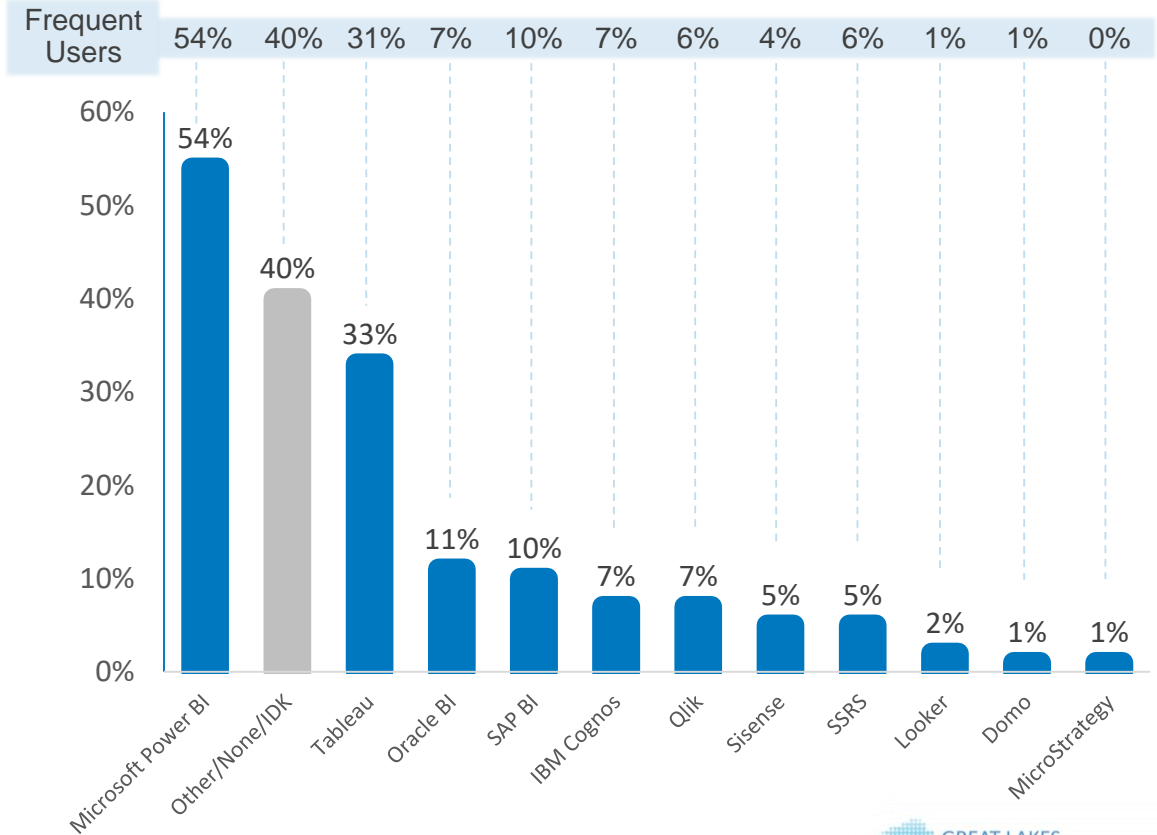
Frequent Users = Those who utilize Analytics to a Great or Considerable Extent (Q1)

Q7. What tool(s) does your organization use for Data Visualization/Dashboards?

Clearly, Power BI and Tableau continue to dominate the data visualization and dashboard market.

However, there are still a rather large number of 'other' offerings that organizations are utilizing for these needs.

Tools Utilized for Data Visualization/Dashboards



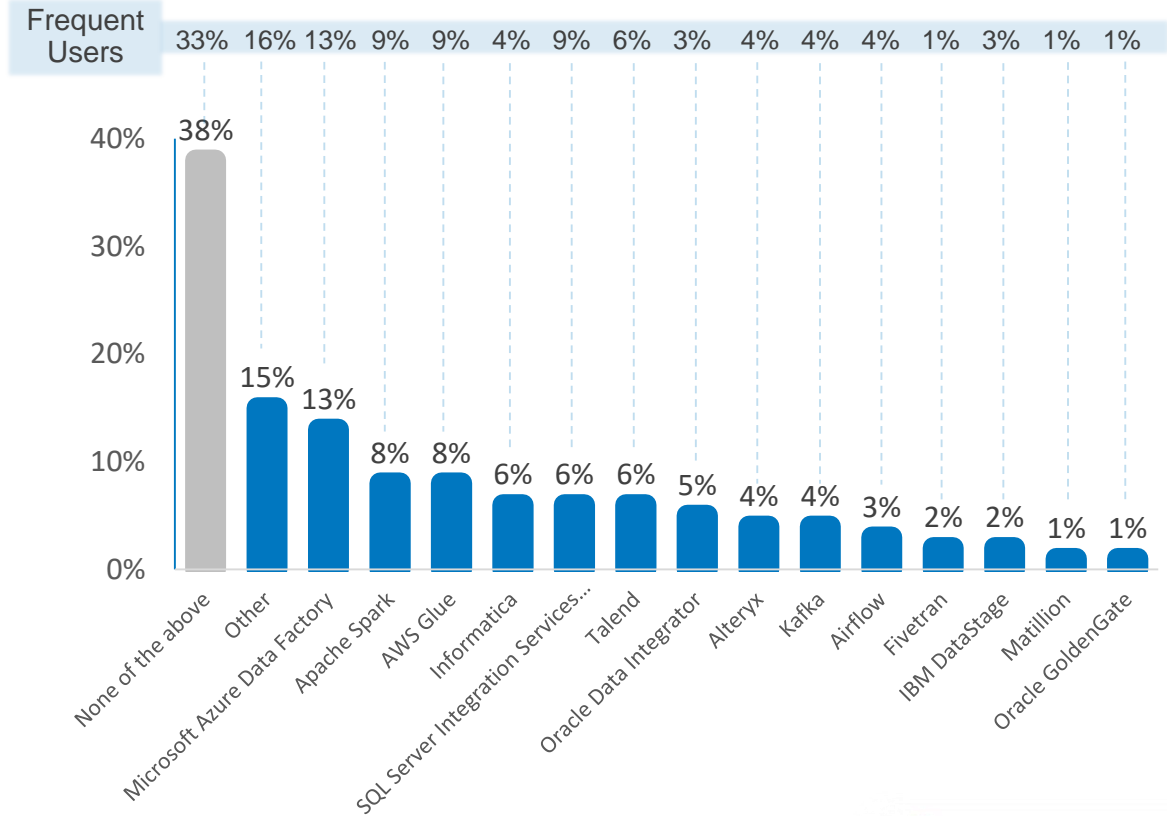
Frequent Users = Those who utilize Analytics to a Great or Considerable Extent (Q1)

Q8. Which software does your organization utilize for your Data Pipeline?

Thirty-eight percent (38%) of organizations seem to access data at its origination point, not transforming/moving the data.

Software options most utilized for data pipelines spread wide across a variety of offerings. There is clearly no dominant software in this space.

Data Pipeline Software Most Used

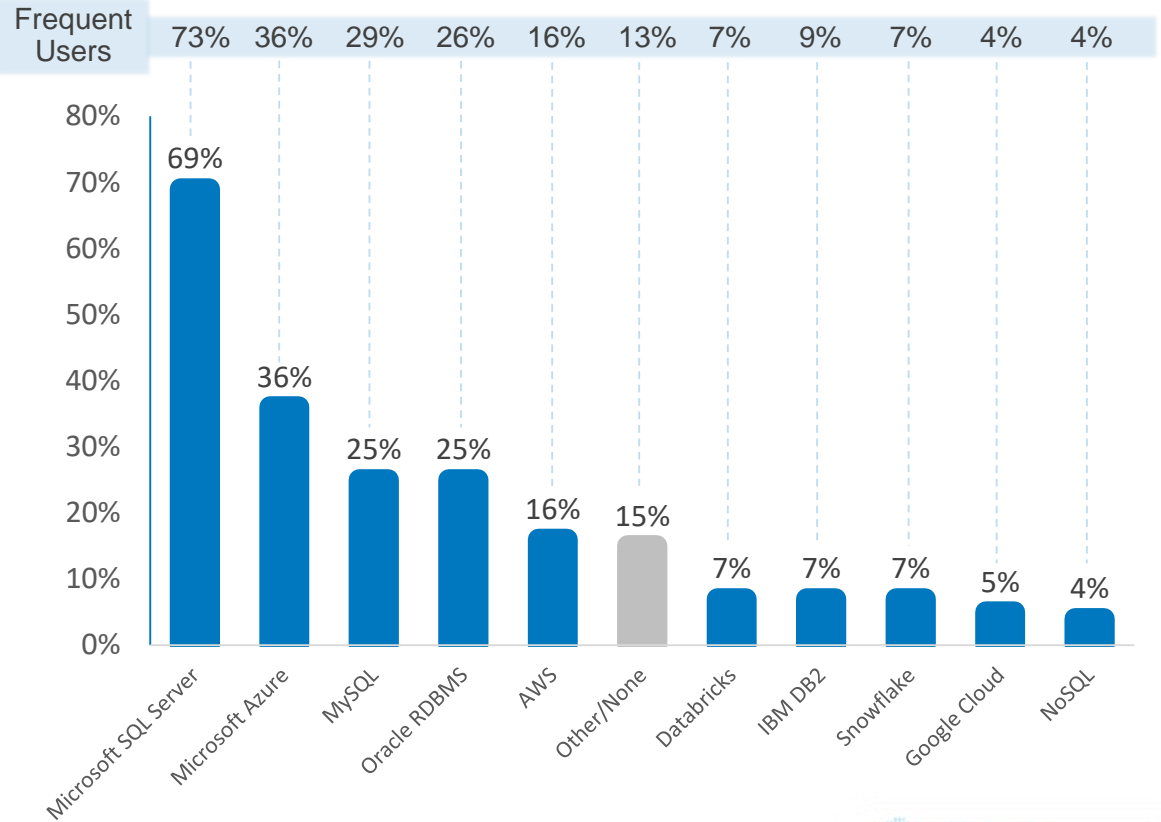


Frequent Users = Those who utilize Analytics to a Great or Considerable Extent (Q1)

Q9. What Database Software does your organization use?

Microsoft has the most widely deployed database software.

Database Software Most Used

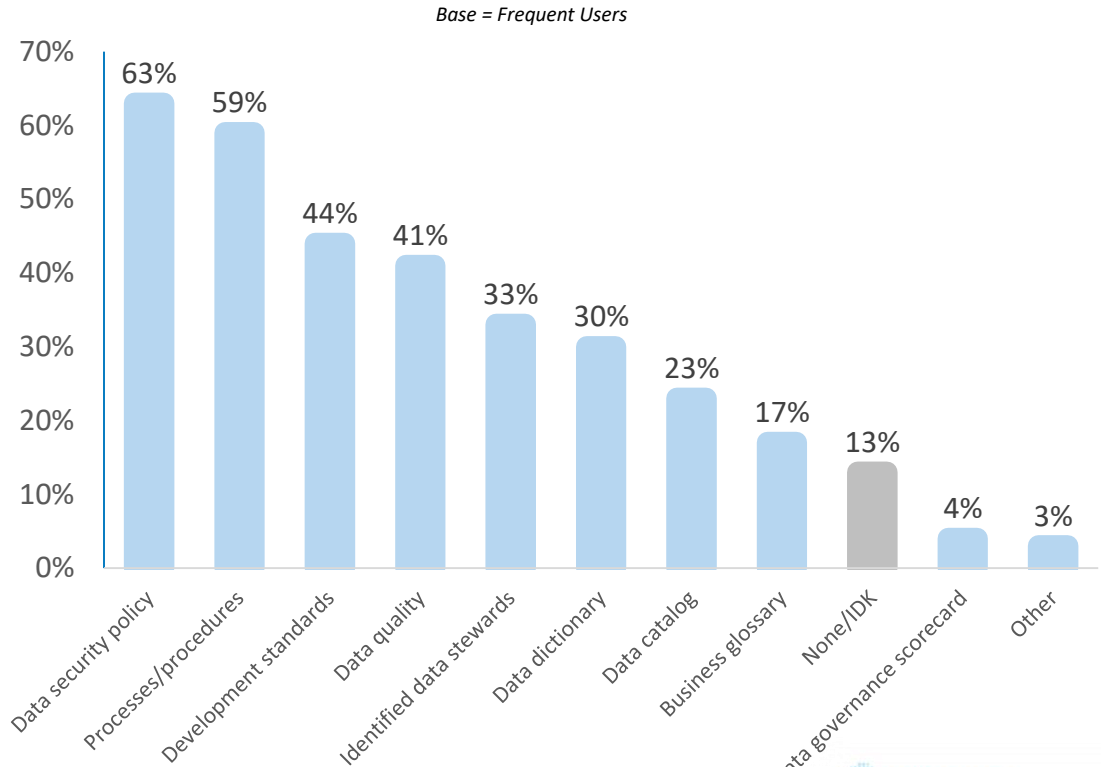


Frequent Users = Those who utilize Analytics to a Great or Considerable Extent (Q1)

Q10. What Data Governance topics have you deployed in your organization?

Amidst several different topics related to data governance, organizations are trying to determine which are most relevant for them.

Most Deployed Data Governance Topics

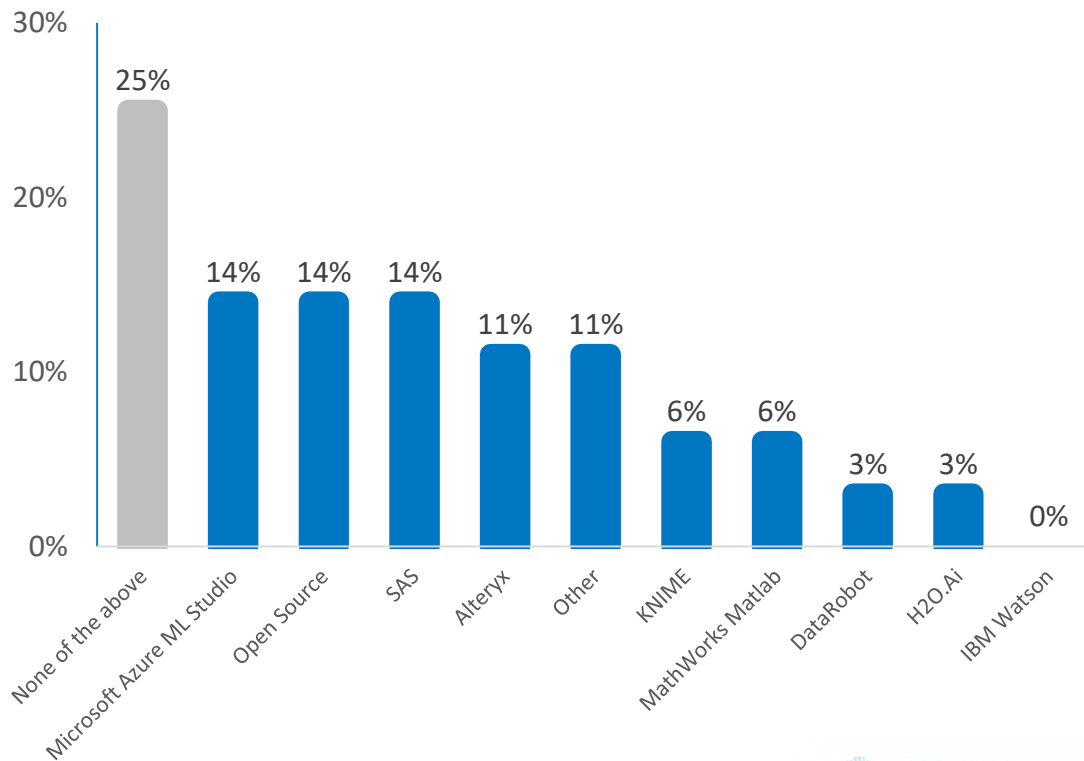


Frequent Users = Those who utilize Analytics to a Great or Considerable Extent (Q1)

Q11. Does your organization use any of the following Data Science software solutions?

In general, traction in the data science category is much lighter than with other software tool categories.

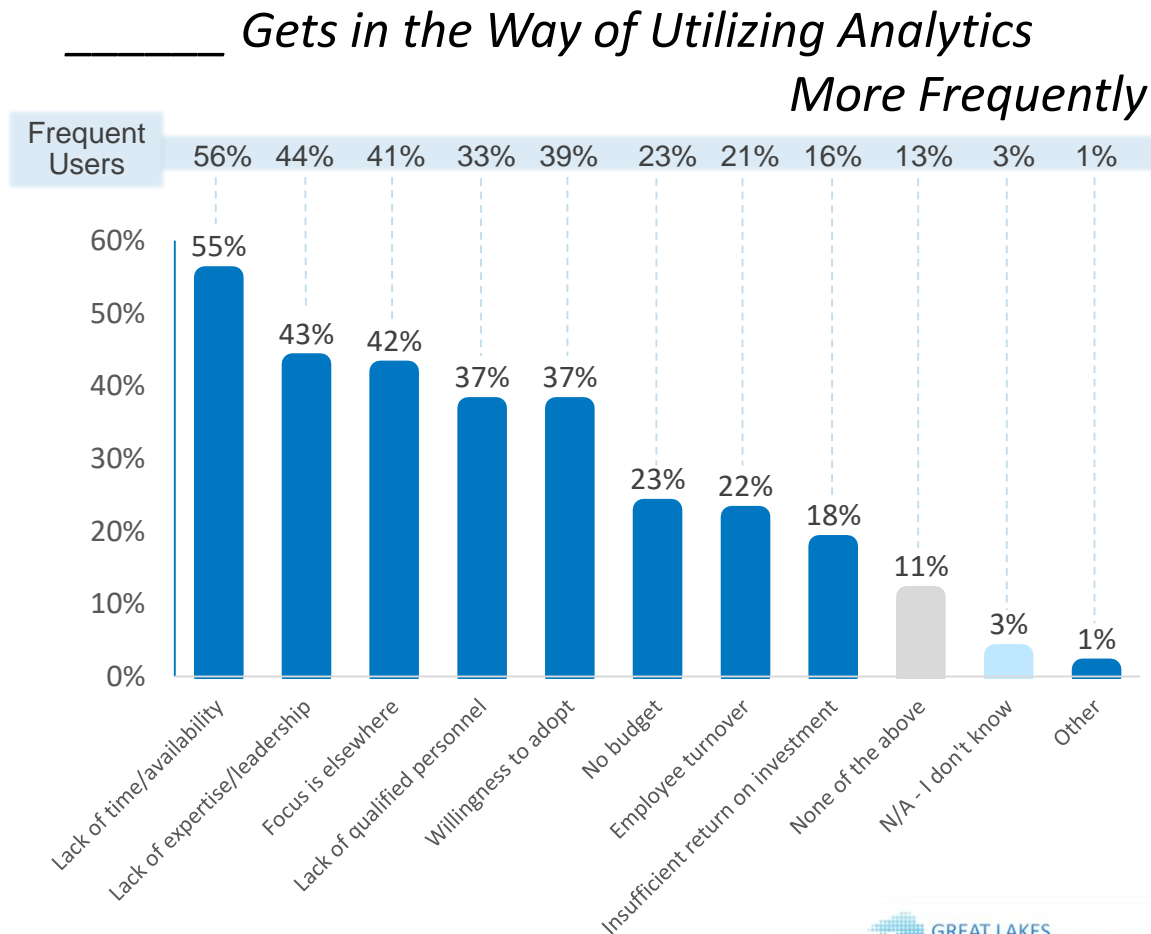
Data Science Software Most Used



Base = Among those who report having a Data Scientist role within their organization (Q5)

Q12. Do any of the following tend to get in the way of utilizing Analytics more frequently within your organization?

The allocation of resources (time, money, personnel) is the dominant factor that gets in the way of utilizing analytics more frequently.

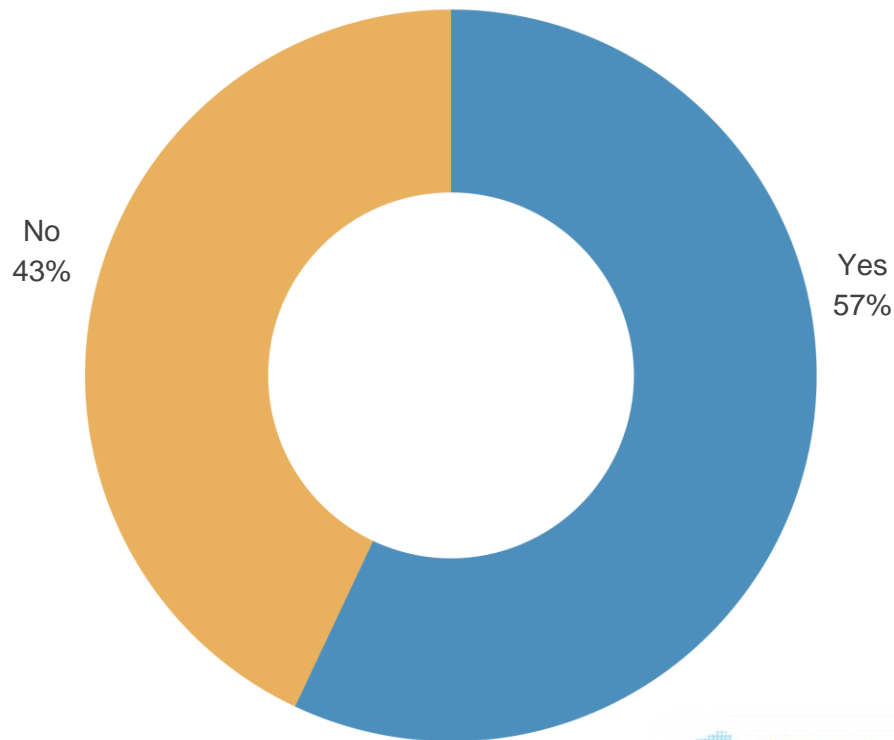


Frequent Users = Those who utilize Analytics to a Great or Considerable Extent (Q1)

Q13. Do you find it difficult to find/attract/retain top talent for your Analytics needs?

It is safe to say that data analysts should have no difficulty finding an analytics job in Michigan.

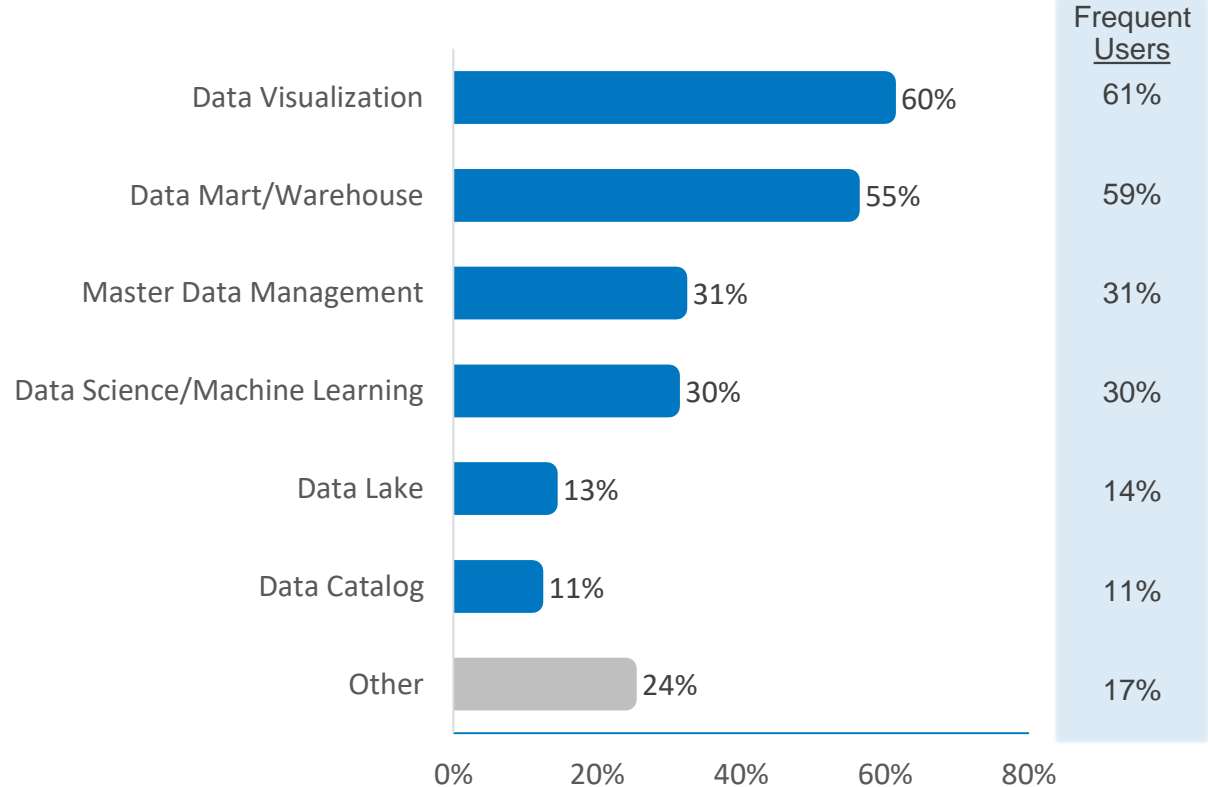
Is It Difficult to Find/Attract/Retain Top Talent for Analytics?



Q14. Which of the following Analytics initiatives would be in your Top 3 priorities for the coming years?

Given that data visualization is at the top of the list of future analytics initiatives, it's clear that organizations are hungry for more data.

Top (3) Analytics Initiatives for the Coming Years



Frequent Users = Those who utilize Analytics to a Great or Considerable Extent (Q1)

ABOUT US

powered by



Key Contributors



Tim Fox, Research Director

- 20+ years in market research and account management
- Specialization in quantitative research, project management, account development/oversight, and customer retention



Scott Smith, Practice Director

- 30+ years in information technology
- Specialization in analytics, process automation, program management and implementation

Key Events



- 2nd Annual Study will begin fielding in Q1
- Survey is growing, to include questions related to:
 - Analytics maturity/usage, cloud-based platforms, data integration/preparation, roadblocks, and satisfaction w/ analytics technology
- This study is to benefit YOU!
- Let us know what you'd like to hear about.
- For more info: witinc.com/state-of-analytics-survey



- 11th Annual Summit will be Thursday, April 27, 2023
- One-day event held at the Troy Marriott
- Created in 2013 to provide analytics practitioners:
 - An opportunity to network and learn about the latest analytics software, best practices, and success stories to advance their analytics capabilities and enablement
- Event typically draws 350+ analytics/IT professionals
- For more info: witinc.com/great-lakes-data-summit

Questions/Feedback?



- This study is for YOU... and we want to hear from you!
- If there are specific questions/topics that you would like us to include in our survey, please let us know.
- We are currently collecting all feedback for the 2023 Study and plan to finalize the survey in December (2022).
- Should you wish to submit any questions and/or feedback, please submit via email to... tfox@witinc.com

Thank You!



© 2022 WIT Inc. Reproduction or distribution of this research in any form without prior written consent is prohibited. The research is based on information obtained from sources believed to be reliable via online survey responses. WIT Inc. is not liable for any inaccuracies in the information provided.

All product and company names are trademarks™ or registered® trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by WIT Inc.