This infographic is based on the study presented by IDC. Evidence Based Big Data Benchmarking to Improve Business Performance

The infographic presents the results of a survey carried out by DataBench, between September and October of 2018, on 700 European businesses in 11 EU Member States about Big Data Analytics (BDA). The detailed analysis is presented in the report D2.2 of DataBench Project.

**Level of adoption of BDA solutions by Industry and Business Area**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Telecom / media</td>
<td>78</td>
<td>65</td>
</tr>
<tr>
<td>Business / IT services</td>
<td>77</td>
<td>225</td>
</tr>
<tr>
<td>Financial services</td>
<td>65</td>
<td>65</td>
</tr>
<tr>
<td>Agriculture</td>
<td>65</td>
<td>65</td>
</tr>
</tbody>
</table>

**Business Goals driving BDA Adoption**

- to optimize - business process - operations
- gain insight on their - markets - competitors

**Achieved and Expected benefits for using BDA solutions**

- Nearly 90% of businesses currently using BDA solutions have achieved a moderate or high level of impact/benefits, and expect a 6.5% average increase in profits and revenues, with a 5% reduction in costs.

- The difference between the current use of analytic techniques on the one hand and the expected use of BDA solutions in terms of predictive and prescriptive uses on the other hand demonstrates the huge potential of BDA solutions in terms of predictive and prescriptive uses in the future.

- Even though the data shows the extremely high relevance of BDA for business usage, companies are facing a big data skills gap.

**Types of Analytic Techniques**

- Descriptive
- Predictive
- Prescriptive

**CURRENT USE OF ANALYTIC TECHNIQUES**

<table>
<thead>
<tr>
<th>Current Use</th>
<th>Descriptive</th>
<th>Predictive</th>
<th>Prescriptive</th>
</tr>
</thead>
<tbody>
<tr>
<td>acreage</td>
<td>60%</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>acreage</td>
<td>50%</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>acreage</td>
<td>35%</td>
<td>40%</td>
<td>25%</td>
</tr>
<tr>
<td>acreage</td>
<td>20%</td>
<td>45%</td>
<td>35%</td>
</tr>
</tbody>
</table>

**DataBench conceptual framework has selected 7 main KPI categories measuring the most relevant business impacts. EU businesses surveyed consider**

- Product/Service Quality (55%)
- Customer Satisfaction (53%)
- Time Efficiency (42%)
- Revenue Growth (41%)
- Increase of # of new products/services launched (34%)
- Business Model Innovation (30%)
- Cost reduction (25%)

**SKILLS GAP**

- Business analysts/consultants
- Software engineers
- Data scientists and modelers
- Staff educators/trainers

This project has received funding from the European Horizon 2020 Programme for research, technological development and demonstration under grant agreement n° 780966.