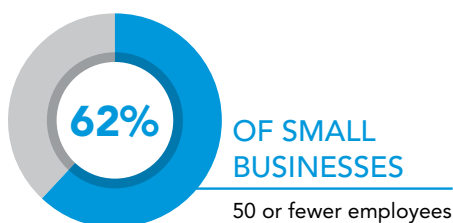
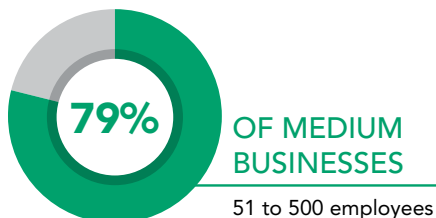
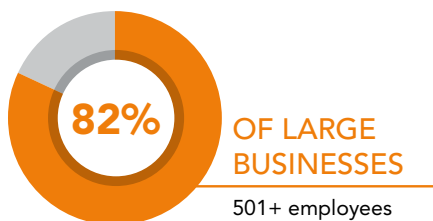


# How Do Data Analytics Benefit the European Economy?

**65%** of European business decision makers say data analytics are important to their companies.



European business decision makers say data analytics will be important to their plans in each of the following areas:

**80%**

Better serving customer needs

**75%**

Increasing sales/revenue

**72%**

Creating new products or services

**69%**

Finding opportunities to expand into new markets

**58%**

Adding jobs/hiring more employees

Share of senior European executives saying 10% or more of their companies' growth will be related to data analytics:

