How Do Data Analytics Benefit the European Economy?

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

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

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

- **LARGE BUSINESSES**
  - 2014: 39%
  - 2019: 63%

- **MEDIUM BUSINESSES**
  - 2014: 26%
  - 2019: 54%

- **SMALL BUSINESSES**
  - 2014: 22%
  - 2019: 40%

Source: BSA/IPSOS Global Data Analytics Poll, November 2014

www.bsa.org/datasurvey