

Big Data survey

The aim of this study is to understand the user, needs and insights of Big Data in order to create POV (Design thinking)

Personal info

Name *

Sagar Joshi

Age

☐ < 18

☒ 18-40

☐ > 40

Are you aware of Big data? *

☒ Yes

☐ No

Does your organization work with Big Data/Data Analytics? *

☒ Yes

☐ No

What business functions in your company are the most important users of data and analytics? *

- ☐ eCommerce, eBusiness, Digital Operations
- ☐ Direct and Digital Marketing
- ☐ Customer and Market Analysis
- ☐ Product Development/Management
- ☐ Customer Service
- ☒ Information Technology
- ☐ Operations
- ☐ Human Resources
- ☐ Other

How would you rate your company on the ability to use data and analytics to improve or transform the business? *

- ☐ minimal
- ☐ less than adequate
- ☒ adequate
- ☐ more than adequate
- ☐ world class

What tangible benefits do you hope to achieve through your Big Data? *

- ☐ Improved customer experience
- ☒ Increased sales
- ☐ Higher quality products and services
- ☐ New product innovations
- ☐ Security
- ☐ More efficient operations
- ☐ Reduced risk
- ☐ Better, fact-based decision making

How accurate is big data *

	1	2	3	4	5	
Very Low	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Very High

How would you rate the analytics capabilities in your organization ?

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- ☒ Security
- ☒ Privacy
- ☐ Operational Risk
- ☐ Execution Risk
- ☒ Cost

What analytic benefits are driving the use of Big Data?

- ☐ Significantly faster analytics
- ☒ More accurate models and insights
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How challenging is it to source analytical skills in general?

- ☐ no issues in finding skilled resources
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Name *

Nikita Kanwar

Age

☐ < 18

☒ 18-40

☐ > 40

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☒ Yes

☐ No

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Name *

Khan Masood

Age

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Khan Abuzar

Age

☐ < 18

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☐ > 40

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Name *

Arsalan Ahmad Khan

Age

☐ < 18

☒ 18-40

☐ > 40

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☐ No

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☒ No

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Name *

Khayaal Shah

Age

☐ < 18

☒ 18-40

☐ > 40

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☐ No

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Name *

Haider Alam Khan

Age

☐ < 18

☒ 18-40

☐ > 40

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☒ No

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Name *

Inayat choudhary

Age

☐ < 18

☒ 18-40

☐ > 40

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Name *

Sayyed Ahmed Faraz

Age

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