<b>2</b> 1 9, <b>2</b> 3 1 3 3 5 1 1 5 7	Big	Data	survey
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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

< 1

18-40

> 40

Are you aware of Big data? *	
Yes	
O 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
omore than adequate
o world class

What tangible benefits do you hope to achieve through your Big Data? *									
Improved customer experience									
Increased sales									
Higher quality products	Higher quality products and services								
New product innovation	ns								
Security									
More efficient operations									
Reduced risk									
Better, fact-based decision making									
How accurate is big data *									
	1	2	3	4	5				
Very Low		0	0			Very High			

How would you rate the analytics capabilities in your organization ?								
	1	2	3	4	5			
Very Low	0	0		0	0	Very High		
Are there significantly g	reater concerns a	bout Big Data init	iatives as compar	ed to any new app	lication or system	?		
Security								
✓ Privacy	✓ Privacy							
Operational Risk								
Execution Risk								
Cost								
What analytic benefits are driving the use of Big Data?								
Significantly faster analytics								
✓ More accurate models and insights								
New discoveries and insights								

How challenging is it to source analytical skills in general?								
ono issues in finding skilled resources								
osomewhat challenging	osomewhat challenging							
challenging	challenging							
very difficult to find or hire								
impossible to find or hire sufficient resources								
How Likely is it that you would recommend big data								
	1	2	3	4	5			
Very Low	0	0		0	0	Very High		

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 \*

Nikita Kanwar

Age



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
O less than adequate
adequate
omore than adequate
o world class

What tangible benefits do you hope to achieve through your Big Data? *									
Improved customer experience									
Increased sales									
Higher quality products	Higher quality products and services								
New product innovation	S								
Security									
More efficient operations									
Reduced risk									
Better, fact-based decision making									
How accurate is big data *									
	1	2	3	4	5				
Very Low O O O Very High									

How would you rate the	analytics capabili	ies in your organi	ization ?			
	1	2	3	4	5	
Very Low	0	0	0	0		Very High
Are there significantly (	greater concerns a	bout Big Data init	iatives as compar	ed to any new app	lication or system	?
Security						
Privacy						
Operational Risk						
Execution Risk						
Cost						
What analytic benefits a	are driving the use	of Big Data?				
Significantly faster an	alytics					
✓ More accurate models	s and insights					
✓ New discoveries and	insights					

How challenging is it to s	How challenging is it to source analytical skills in general?					
ono issues in finding ski	lled resources					
<ul><li>somewhat challenging</li></ul>						
challenging						
very difficult to find or l	nire					
impossible to find or hire sufficient resources						
How Likely is it that you w	vould recommend	d big data				
	1	2	3	4	5	
Very Low	0	0	0		0	Very High

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 \*

Khan Masood

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
omore than adequate
world class

What tangible benefits d	o you hope to ach	nieve through you	ır Big Data? *			
Improved customer exp	perience					
O Increased sales						
<ul><li>Higher quality products</li></ul>	and services					
New product innovation	ns					
Security						
More efficient operation	More efficient operations					
Reduced risk						
Better, fact-based decision making						
How accurate is big data	*					
	1	2	3	4	5	
Very Low	0	0	0		0	Very High

How would you rate the	analytics capabilit	ies in your organi	zation ?			
	1	2	3	4	5	
Very Low	0	0	0		0	Very High
Are there significantly g	reater concerns a	bout Big Data init	iatives as compare	ed to any new app	lication or system	n?
Security						
Privacy						
Operational Risk						
Execution Risk						
Cost						
What analytic benefits a	re driving the use	of Big Data?				
Significantly faster and	Significantly faster analytics					
More accurate models	and insights					
New discoveries and ir	nsights					

How challenging is it to s	ource analytical s	kills in general?				
ono issues in finding ski	lled resources					
<ul><li>somewhat challenging</li></ul>						
challenging						
very difficult to find or l	nire					
impossible to find or hire sufficient resources						
How Likely is it that you v	vould recommend	d big data				
	1	2	3	4	5	
Very Low	0	0	0	•	0	Very High

Big	Data	survey
<i>-</i>		

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 \*

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Khan Abuzar

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
O less than adequate
adequate
omore than adequate
o world class

What tangible benefits do you hope to achieve through your Big Data? *								
Improved customer experience								
O Increased sales								
Higher quality products and services								
New product innovation	New product innovations							
Security								
More efficient operatio	More efficient operations							
Reduced risk								
Better, fact-based decis	sion making							
How accurate is big data *								
	1	2	3	4	5			
Very Low	0	0	0			Very High		

How would you rate the analytics capabilities in your organization ?							
	1	2	3	4	5		
Very Low	0	0	0			Very High	
Are there significantly g	greater concerns a	bout Big Data init	iatives as compar	ed to any new app	lication or system	?	
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							
New discoveries and insights							

How challenging is it to source analytical skills in general?								
ono issues in finding skilled resources								
osomewhat challenging								
challenging								
very difficult to find or hire								
impossible to find or hi	re sufficient resourc	ces						
How Likely is it that you would recommend big data								
	1	2	3	4	5			
Very Low O O O Very High								

## 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 \*

Arsalan Ahmad Khan

Age

- < 18
- 18-40
- > 40

Are you aware of Big data? *	
<ul><li>Yes</li></ul>	
O No	
Does your organization work with Big Data/Data Analytics? *	
O 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
O less than adequate
o adequate
o more than adequate
o world class

What tangible benefits do you hope to achieve through your Big Data? *								
O Improved customer experience								
Increased sales								
Higher quality products and services								
New product innovations								
Security	Security							
More efficient operatio	More efficient operations							
Reduced risk								
Better, fact-based decis	ion making							
How accurate is big data *								
	1	2	3	4	5			
Very Low	0	0	0			Very High		

How would you rate the analytics capabilities in your organization ?							
	1	2	3	4	5		
Very Low	0	0	0		0	Very High	
Are there significantly g	greater concerns a	bout Big Data init	iatives as compar	ed to any new app	lication or system	?	
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  ☐ New discoveries and insights							

How challenging is it to source analytical skills in general?								
ono issues in finding skilled resources								
osomewhat challenging								
challenging								
very difficult to find or hire								
impossible to find or hi	impossible to find or hire sufficient resources							
How Likely is it that you would recommend big data								
	1	2	3	4	5			
Very Low O O O Very High								

## 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 \*

Khayaal Shah

Age



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
o world class

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What tangible benefits do you hope to achieve through your Big Data? *								
Improved customer experience								
O Increased sales								
Higher quality products and services								
New product innovation	New product innovations							
Security								
More efficient operatio	More efficient operations							
Reduced risk								
Better, fact-based decis	ion making							
How accurate is big data *								
	1	2	3	4	5			
Very Low	0	0	0			Very High		

How would you rate the analytics capabilities in your organization ?							
	1	2	3	4	5		
Very Low		0			0	Very High	
Are there significantly greater concerns about Big Data initiatives as compared to any new application or system?							
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							
New discoveries and insights							

How challenging is it to source analytical skills in general?								
ono issues in finding skilled resources								
osomewhat challenging								
challenging								
very difficult to find or hire								
impossible to find or hire sufficient resources								
How Likely is it that you would recommend big data								
	1	2	3	4	5			
Very Low	0	0	0		0	Very High		

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 \*

Haider Alam Khan

Age

< 18

18-40

> 40

Are you aware of Big data? *
<ul><li>Yes</li><li>No</li></ul>
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
omore than adequate
world class

5/20/22, 2:35 PM

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	Security							
More efficient operatio	More efficient operations							
Reduced risk								
Better, fact-based decis	sion making							
How accurate is big data	*							
	1	2	3	4	5			
Very Low		0		0	0	Very High		

5/20/22, 2:35 PM

How would you rate the analytics capabilities in your organization ?								
	1	2	3	4	5			
Very Low	0	0	0		0	Very High		
Are there significantly g	greater concerns a	bout Big Data init	iatives as compar	ed to any new app	lication or system	n?		
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								
New discoveries and i	New discoveries and insights							

How challenging is it to source analytical skills in general?								
ono issues in finding skilled resources								
somewhat challenging								
Challenging								
very difficult to find or hire								
impossible to find or hi	impossible to find or hire sufficient resources							
How Likely is it that you would recommend big data								
	1	2	3	4	5			
Very Low	0	0		$\circ$	0	Very High		

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 \*

Inayat choudhary

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
o adequate
o more than adequate
world class

What tangible benefits do you hope to achieve through your Big Data? *								
Improved customer experience								
O Increased sales								
Higher quality products	Higher quality products and services							
New product innovation	New product innovations							
Security								
More efficient operatio	More efficient operations							
Reduced risk								
Better, fact-based decis	sion making							
How accurate is big data *								
	1	2	3	4	5			
Very Low	0	0	0			Very High		

How would you rate the analytics capabilities in your organization ?							
	1	2	3	4	5		
Very Low						Very High	
Are there significantly g	greater concerns a	bout Big Data init	tiatives as compar	ed to any new app	lication or system	n?	
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							
New discoveries and insights							

How challenging is it to source analytical skills in general?								
ono issues in finding skilled resources								
somewhat challenging								
Challenging								
very difficult to find or hire								
impossible to find or hi	impossible to find or hire sufficient resources							
How Likely is it that you would recommend big data								
	1	2	3	4	5			
Very Low	0	0	0	$\circ$		Very High		

## 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 \*

Sayyed Ahmed Faraz

Age

- < 18
- 18-40
- > 40

Are you aware of Big data? *
<ul><li>Yes</li><li>No</li></ul>
Does your organization work with Big Data/Data Analytics? *
Yes
O 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
O less than adequate
adequate
omore than adequate
o world class

What tangible benefits do you hope to achieve through your Big Data? *								
Improved customer experience								
O Increased sales								
Higher quality products and services								
New product innovation	ıs							
Security								
More efficient operations								
Reduced risk								
Better, fact-based decis	sion making							
How accurate is big data *								
	1	2	3	4	5			
Very Low	0	0		0		Very High		

How would you rate the analytics capabilities in your organization ?							
	1	2	3	4	5		
Very Low	0	0	0	0		Very High	
Are there significantly g	reater concerns a	bout Big Data init	iatives as compar	ed to any new app	lication or system	?	
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							
New discoveries and insights							

How challenging is it to source analytical skills in general?								
o no issues in finding skilled resources								
osomewhat challenging								
Challenging								
very difficult to find or hire								
impossible to find or hire sufficient resources								
How Likely is it that you would recommend big data								
	1	2	3	4	5			
Very Low	0	0	$\circ$	0		Very High		