

# Magic Quadrant for Data Science and Machine-Learning Platforms

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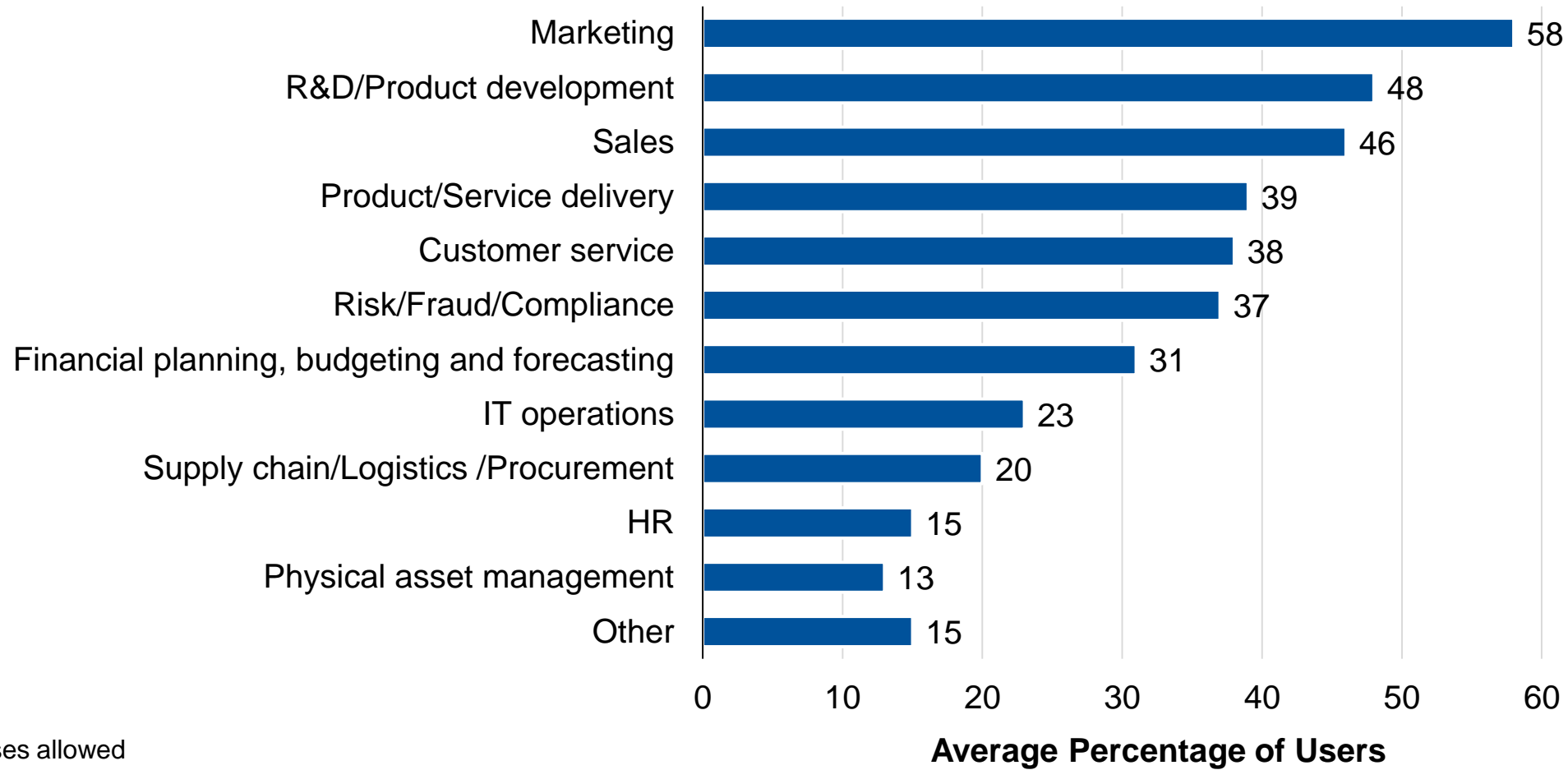
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# Senior Management's Perception of Data Science



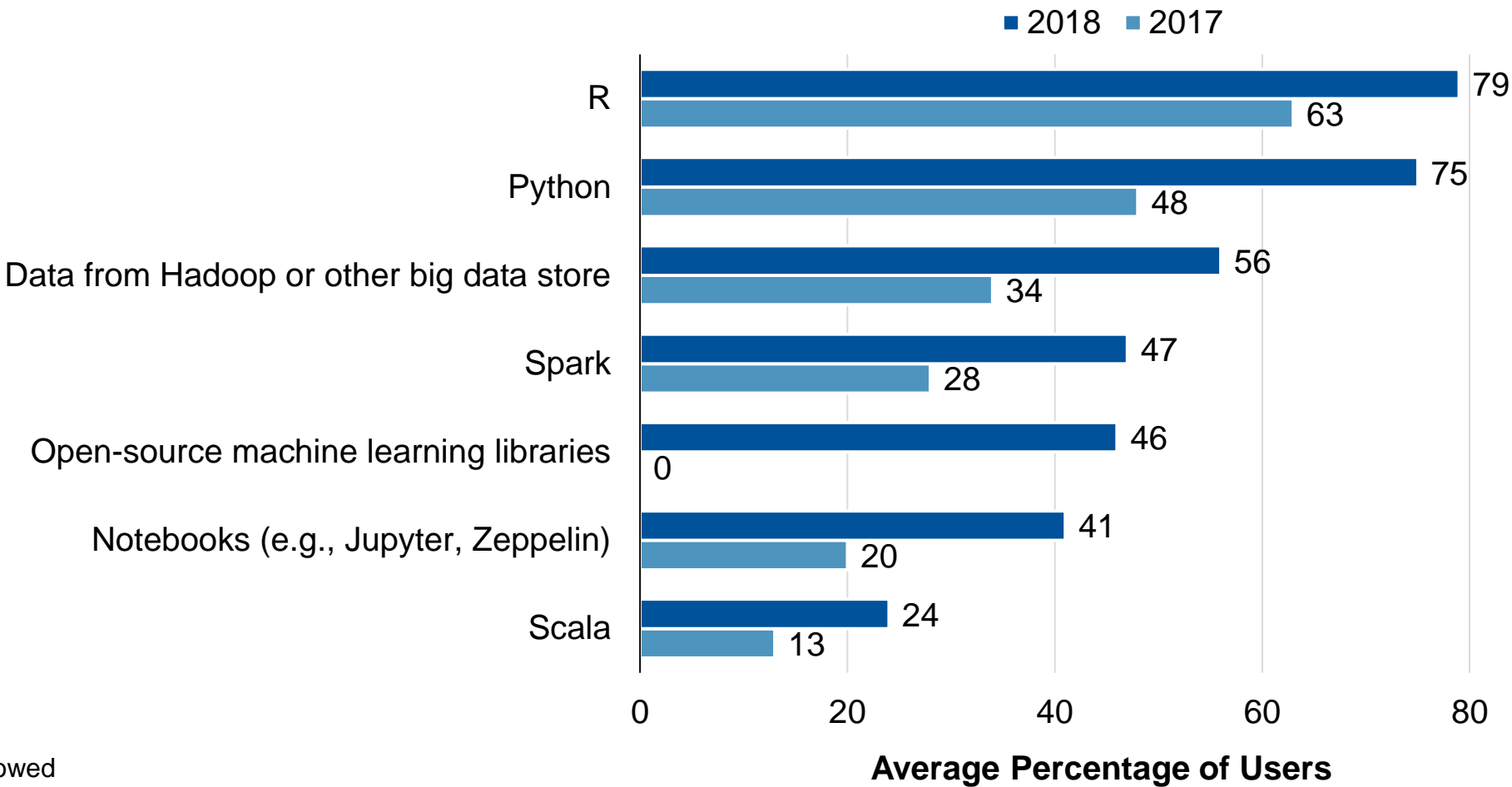
2018: n = 464  
2017: n = 619

# Business Functions Supported by Data Science Teams



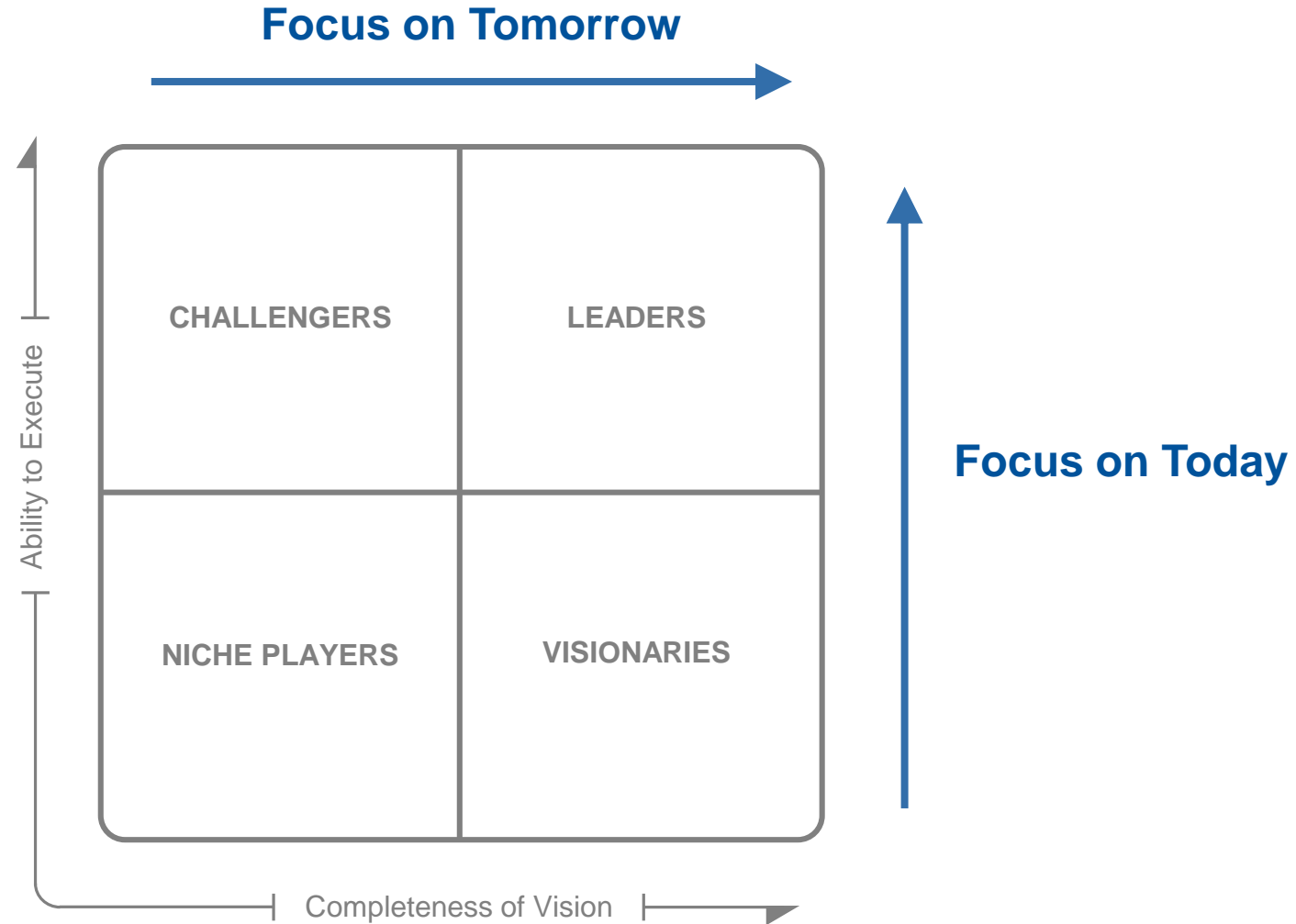
n = 474  
Multiple responses allowed

# Open Source DS and ML Technology Adoption



2018: n = 451  
2017: n = 619  
Multiple responses allowed

# Magic Quadrant for Strategic Market Positioning of Vendors



# MQ Scoring Criteria

## Completeness of Vision

- Market Understanding (Medium)
- Offering (Product) Strategy (High)
- Innovation (High)
- Marketing Strategy (Low)
- Sales Strategy (Low)

## Ability to Execute

- Customer Experience (High)
- Product or Service (High)
- Overall Viability (Low)
- Sales Execution/Pricing (Low)
- Market Responsiveness and Track Record (Medium)
- Operations (Medium)

# Common Mistakes to Avoid When Using the Magic Quadrant

- Looking at the graphic only
- Applying your internal definitions to the axes
- Looking only at the leaders
- Using the Magic Quadrant only in your vendor selection

# Magic Quadrant for Data Science and Machine-Learning Platforms, 2018



From "[Magic Quadrant for Data Science and Machine-Learning Platforms](#)," 22 February 2018 (G00326456)



# Recommended Gartner Research

- ▶ [Magic Quadrant for Data Science and Machine-Learning Platforms](#)  
Carlie J. Idoine, Peter Krensky and Others (G00326456)
- ▶ [How to Start a Machine-Learning Initiative With Less Anxiety](#)  
Svetlana Sicular (G00331893)
- ▶ [Machine Learning: FAQ From Clients](#)  
Shubhangi Vashisth, Alexander Linden and Others (G00327948)