icons

Industry Sector

- Retail
- Financial services - other
- Other
- Financial services - banking
- Public sector
- Media and publishing
- Travel and leisure
- Not-for-profit
- Manufacturing
- Entertainment
- Financial services - insurance
- Energy and utilities
- Telecommunications
- Logistics
- Digital services/platforms
- Automotive

The view is broken down by Industry Sector. Shape shows details about Industry Sector. The data is filtered on Tooltip (Industry Sector,Respondents (%) (bin)), which keeps 16 members.

icons

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Data Assets and Data Culture

The research carried out by DataIQ consists of curated panel of end-user practictioners using data analytics.

It is hard to prove how data and analytics combined deliver a more profitable organization, however, organizations require the mutual connection to keep an eye on their ongoing investments.

*** As members of the DataIQ community, this group might be assumed to be at a higher level of maturity than the wider UK plc. ***
..

40%
Business and Data strategies are fully aligned

51%
Business and Data strategies alignment are at developing stage

Legend: ■ 0% - 4%   ■ 4% - 8%   ■ 8% - 12%   ■ Above 12%

Category	Value
Retail	13.00%
Financi..	12.00%
Other	10.90%
Financi..	9.80%
Public ..	8.70%
Media ..	8.70%
Travel ..	7.60%
Not-fo..	6.50%
Manuf..	5.40%
Entert..	4.40%
Financi..	3.30%
Energy..	3.30%
Teleco..	2.20%
Logisti..	2.20%
Digital ..	1.10%
Autom..	1.10%