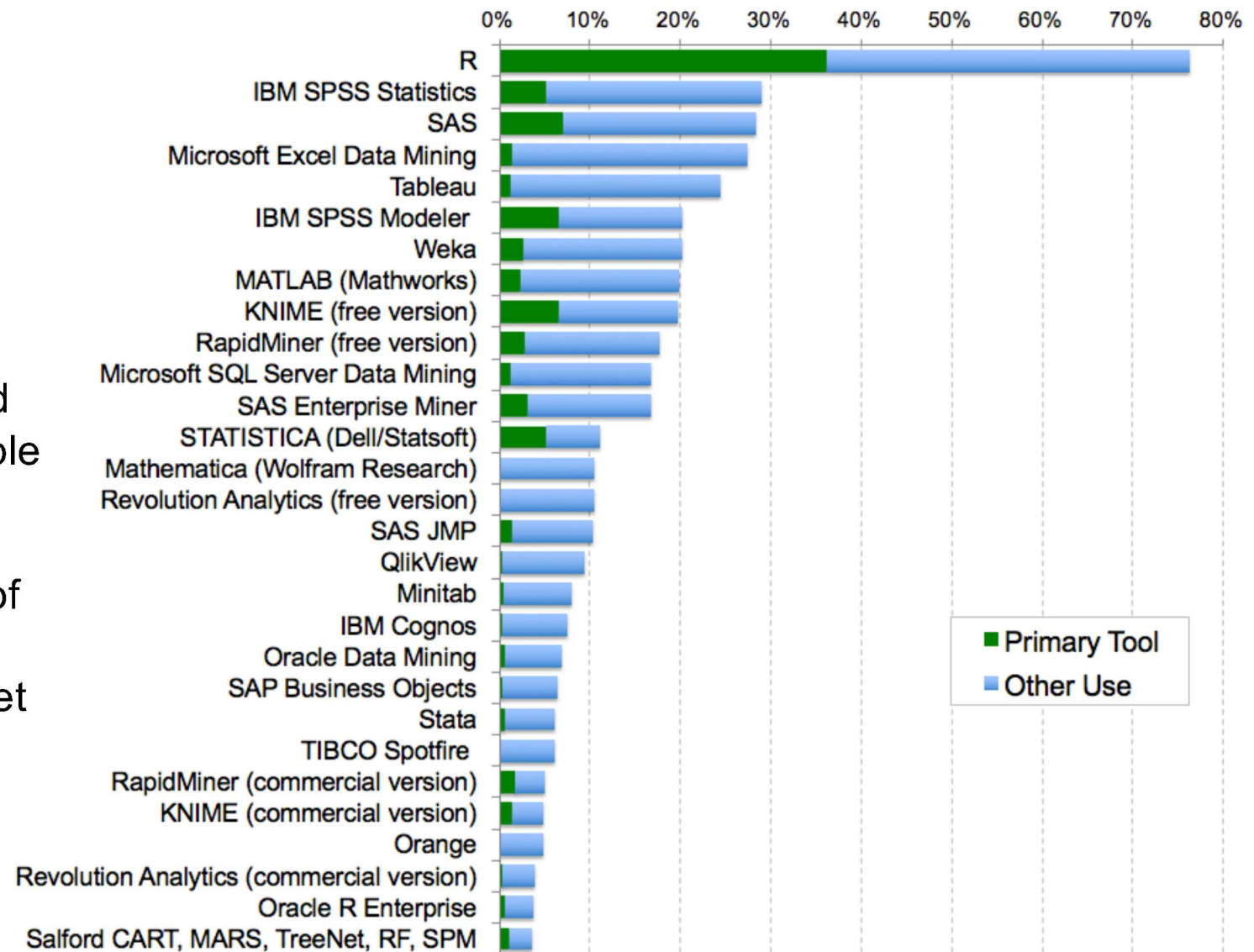


The Tools We're Using

Vendors are excluded from tool-use analyses

- The average analytics professional reports using 5 software tools
- R is the tool used by the most people (76%)
- A large number of tools have substantial market penetration



Question: What Data mining / analytic tools did you use in the past year?

Question: What one data mining / analytic software package do you use most frequently in the past year?