DATA IS THE NEW OIL

Many industry experts and popular business publications, such as The Economist, have asserted that data—not oil—has, in the past decade, become the world's most valuable resource. Industry experts have thus coined the phrase "data economy" to denote the influence and financial prominence of big data in today's society.

The idea that "data is the new oil" has to do with the similarities in how the two resources become valuable. Just like oil, raw data isn't valuable in and of itself; rather, the value is created when it is gathered quickly, completely, and accurately, and connected to other relevant data. When properly refined, data quickly becomes a decision-making tool, providing insightful information that allows companies to react to market forces proactively and intentionally.

WHY IS DATA SO VALUABLE?

Through the height of the pandemic, organizations relied heavily on the latest COVID-19-related data to make difficult decisions about how to thrive and survive in a rapidly shifting marketplace. Organizations were forced to adapt their operations and embrace digitally-optimized business models at record speed.

The result? The demand for accurate and up-to-date data, as well as methods of organizing data, went through the roof. In other words, we rest our case: Data is the new oil.

DATA MATURITY

In a data mature organization, this kind of regret is often avoided. By taking advantage of the power of predictive analytics, organizations can use their existing data to identify early and prepare for future opportunities. Data maturity also gives organizations the ability to anticipate potential threats, such as a quarter in the year during which sales are expected to decrease. This allows them more time to mitigate future issues.

Conclusion:

Data is the new oil because, like oil, it is a finite and valuable resource that powers modern industries. However, unlike oil, the value of data increases as it is shared and used. By leveraging data-driven insights, businesses can make informed decisions, optimize their operations, and better understand their customers. Additionally, data can be used to create new products and services, automate processes, and develop predictive models to anticipate future trends and behaviors. In short, data is the key to unlocking innovation, efficiency, and growth in the digital age.