

What's the Opportunity?

Buzz about Big Data and Analytics

From 2013 to 2020, the digital universe will grow by a factor of 10—from 4.4 trillion gigabytes to 44 trillion. It more than doubles every two years.

—“The Digital Universe of Opportunities,” IDC report, April 2014

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- Companies in the top third of their industry in the use of data-driven decision making are on average
 - 5% more productive
 - 6% more profitablethan their competitors.

—“The Big Data Management Revolution,”
Harvard Business Review, 2012

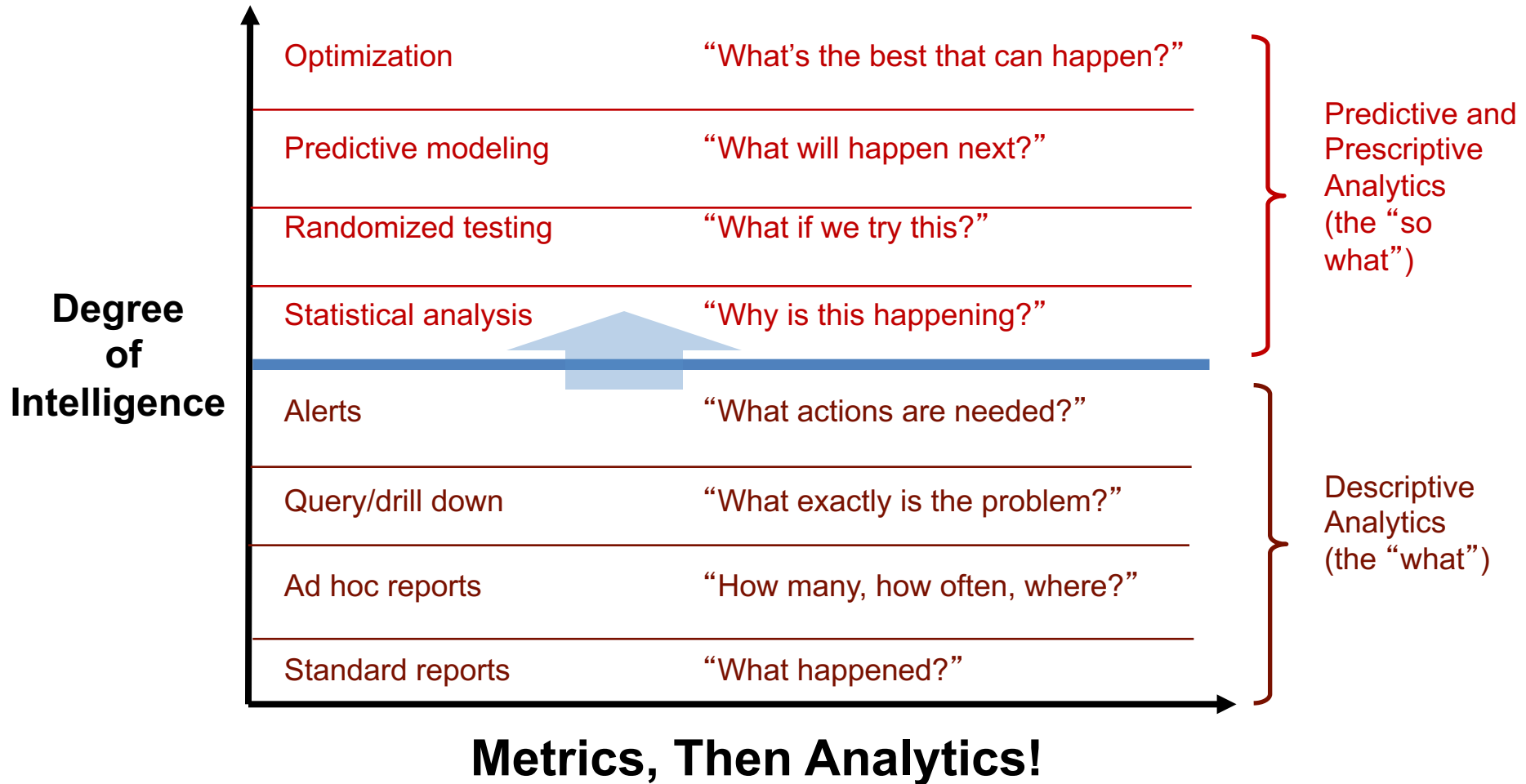
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*“McKinsey & Co. analysts . . . showed a typical range of 15% to 20% of marketing budgets could be reinvested in other activities or returned to the bottom line without losing marketing ROI . . . **\$200 billion** of marketing spent annually could be put to better use.”*

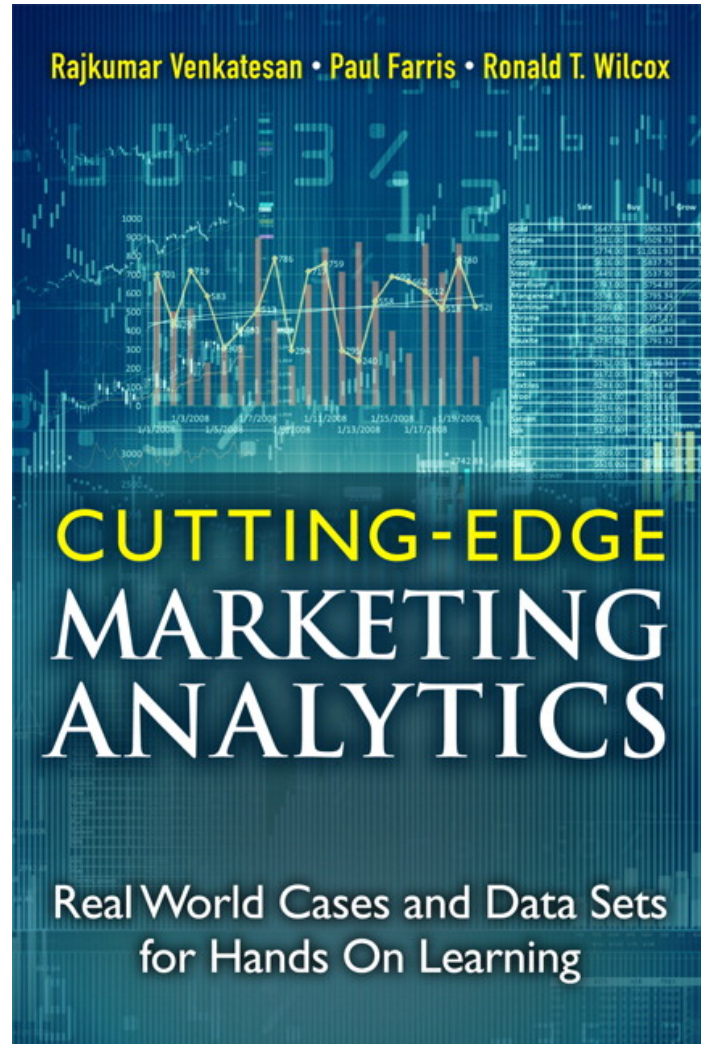
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High Performers		Low Performers
65%	have significant decision-support/analytical capabilities	23%
36%	value analytical insights to a very large extent	8%
77%	have above-average analytical capability within industry	33%
73%	make decisions based on data and analysis	51%
40%	use analytics across their entire organization	23%

Marketing Analytics?



Resources on Marketing Analytics



Resource videos and datasets at
<http://dmanalytics.org>

