**Task**

**Question 1:** How does the business plan to handle the issues brought out by 45% of respondents about the insufficient current internal IT development cycles for new analytics?

🡪Company should improve their internal IT development cycles by hiring more smart employees or modify their current strategies.

**Question 2:** What IT infrastructure improvements are necessary to accelerate the speed of insight generation as this is the concern of over half of the senior decision makers?

🡪 Company should overcome IT infrastructure constraints by investing in technology upgrades and enhancements for enabling faster insight generation from data analytics.

**Question 3:** Data is very important part of the business so why only 65% surveyed admit that there is risk of becoming irrelevant and competitive if they do not leverage data? What are views of the remaining 35%?

🡪Most of the decision makers should think that they should leverage data.

**Question 4:** Are there any areas of big data analytics which would benefit most from increased investment in terms of ROI?

🡪Company should allocate resources by identifying key areas where increased big data investment aligns with business goals for maximum ROI.