How Do Data Analytics Benefit the US Economy?

US business decision makers say data analytics will be important to their plans in each of the following areas:

- **Better serving customer needs**: 79%
- **Increasing sales/revenue**: 76%
- **Finding opportunities to expand into new markets**: 72%
- **Creating new products or services**: 70%
- **Adding jobs/hiring more employees**: 61%

Share of senior US executives saying 10% or more of their companies’ growth will be related to data analytics:

- **LARGE BUSINESSES**
  - 2014: 56%
  - 2019: 81%
- **MEDIUM BUSINESSES**
  - 2014: 56%
  - 2019: 65%
- **SMALL BUSINESSES**
  - 2014: 22%
  - 2019: 50%

69% of US business decision makers say data analytics are important to their companies.

Source: BSA/IPSOS Global Data Analytics Poll, November 2014
www.bsa.org/datasurvey