



BARC DATA CULTURE SURVEY 22

HOW TO SHAPE THE CULTURE OF A DATA-DRIVEN ORGANIZATION

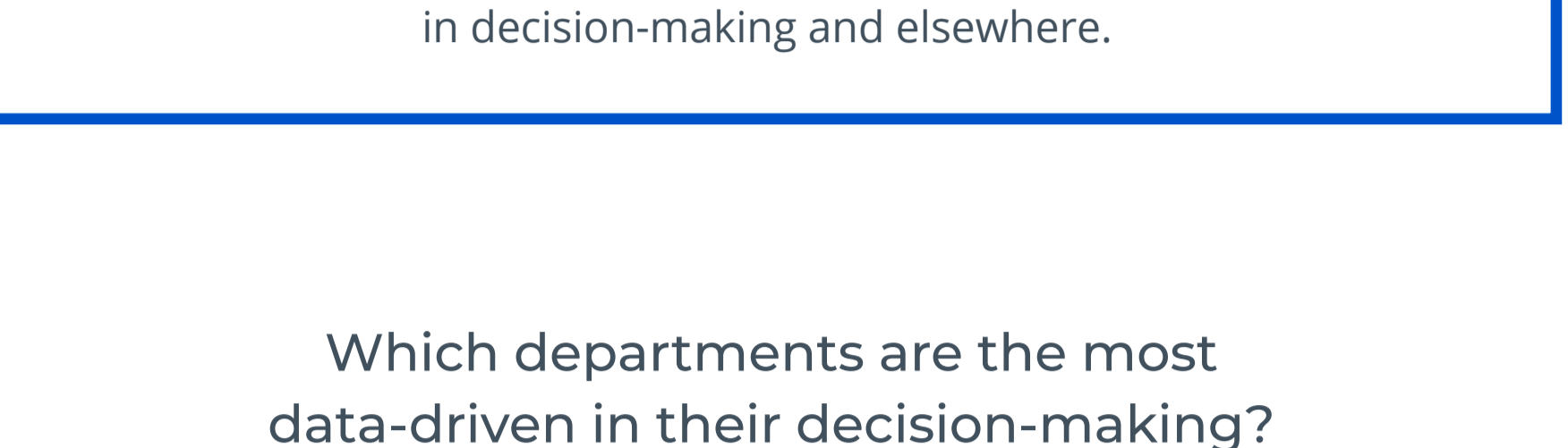
Data culture and its manifestation in the day-to-day running of the business can make or all too often break any carefully crafted strategies. So, understanding what data culture means within each organization is critical to its success. Data & analytics strategies and the associated technology investments must be supported by a data culture within the organization, otherwise they will have no effect. This infographic depicts the key highlights of this global survey of 434 participants.



The State of Data Culture

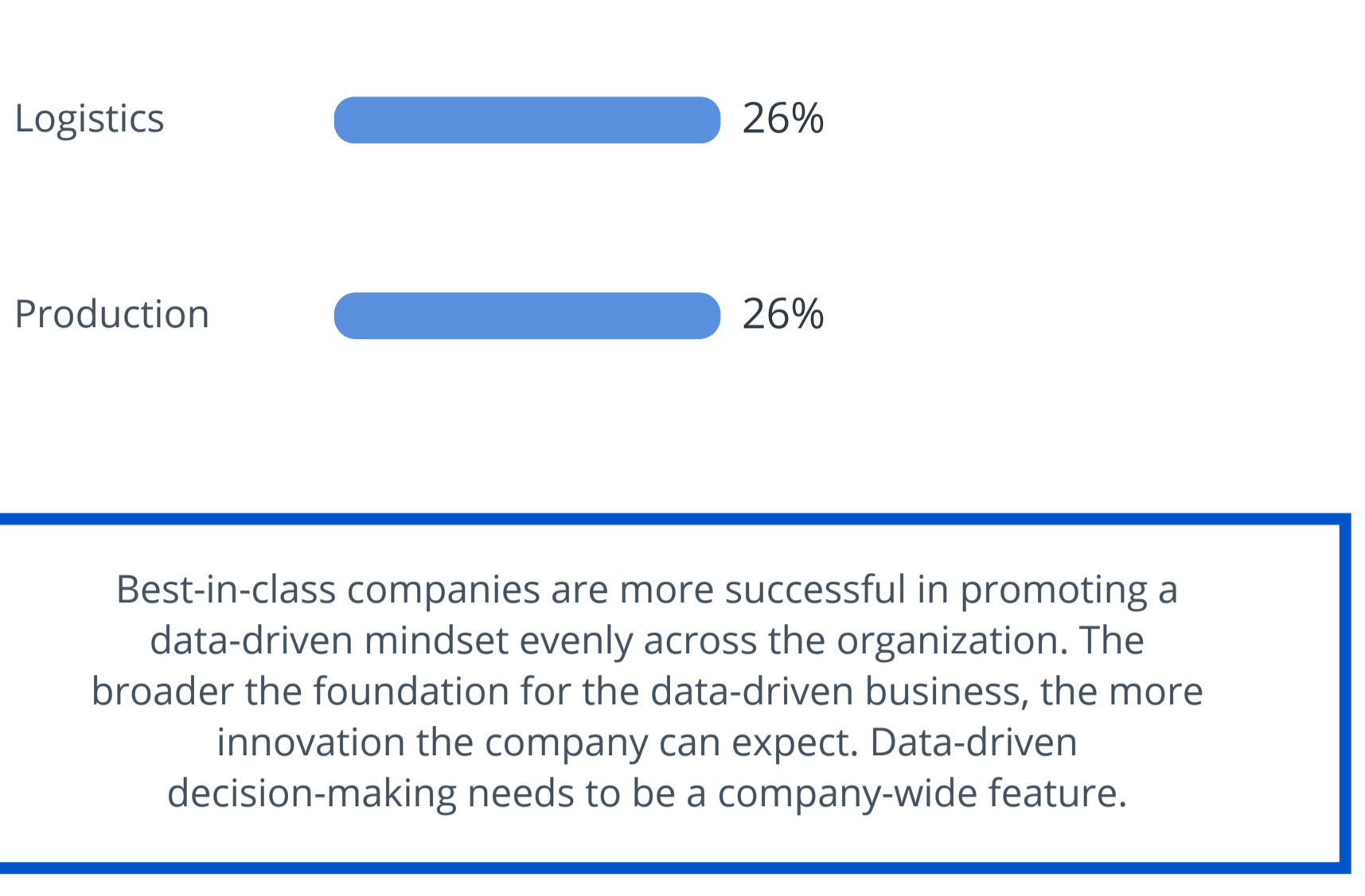
In the past seven years, a notable change has occurred. The share of businesses with partially or purely data-driven decision-making has risen. This substantial increase is emblematic of the importance of data culture.

What are decisions based on?



This development is a testament to the ongoing shift in mindset. Leaders are recognizing the substantial benefits of using data in decision-making and elsewhere.

Which departments are the most data-driven in their decision-making?



Best-in-class companies are more successful in promoting a data-driven mindset evenly across the organization. The broader the foundation for the data-driven business, the more innovation the company can expect. Data-driven decision-making needs to be a company-wide feature.



Organization is Critical to the Success of Data Culture

Data culture is difficult to implement for a variety of reasons. Certainly, the wider implications for a broad range of people and areas are an important factor.

Who is responsible for a company's data culture?



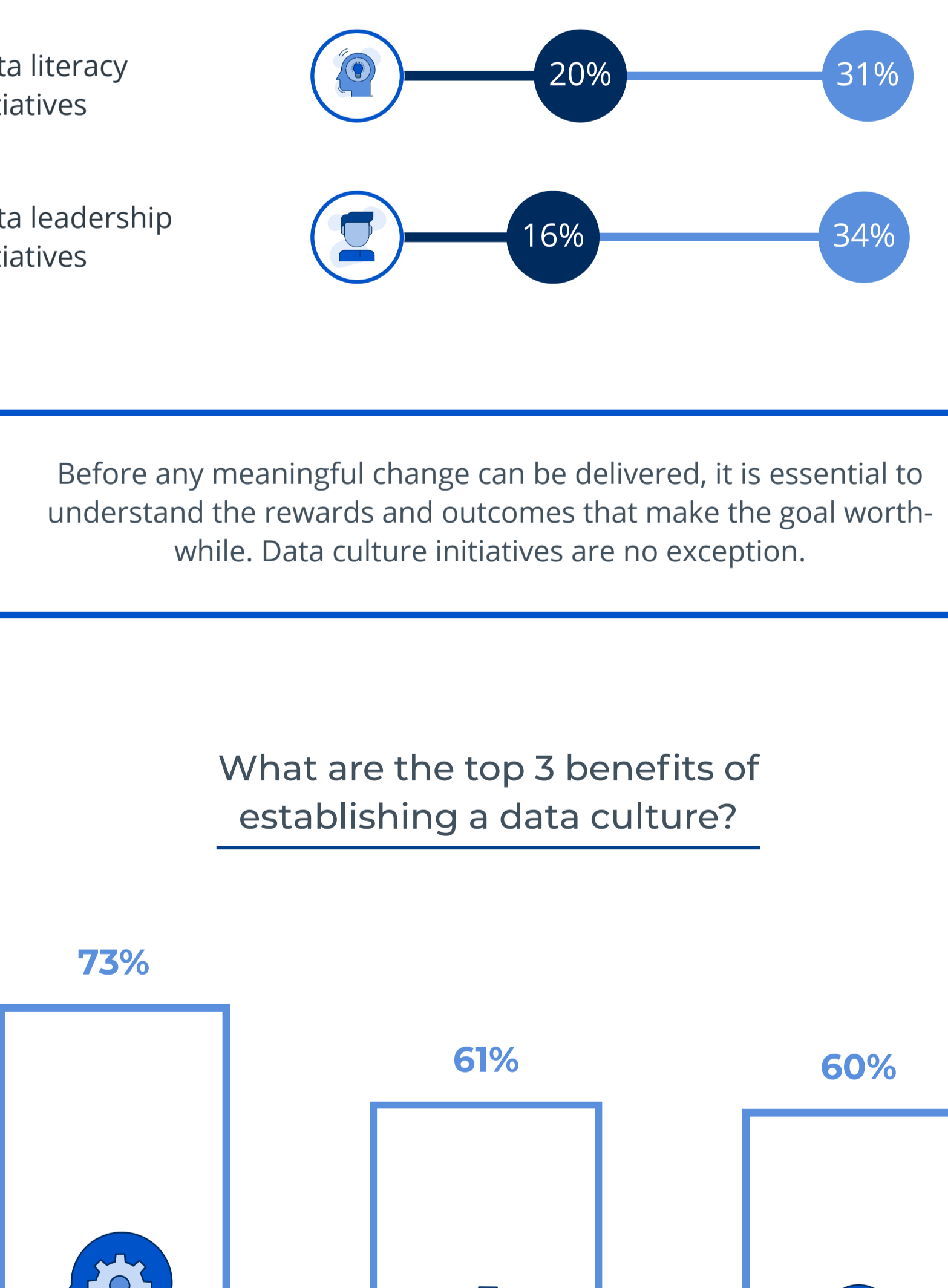
31 percent of laggards have yet to assign responsibilities for their data culture to a department or person. In contrast, best-in-class companies already have clarity of vision, with the majority of them having appointed a dedicated person.



The Biggest Obstacles to Establishing a Data Culture

Establishing a data culture is never without challenges, this much is clear. The main hurdles come up consistently in all types of companies.

What are biggest obstacles to the implementation of a data culture?



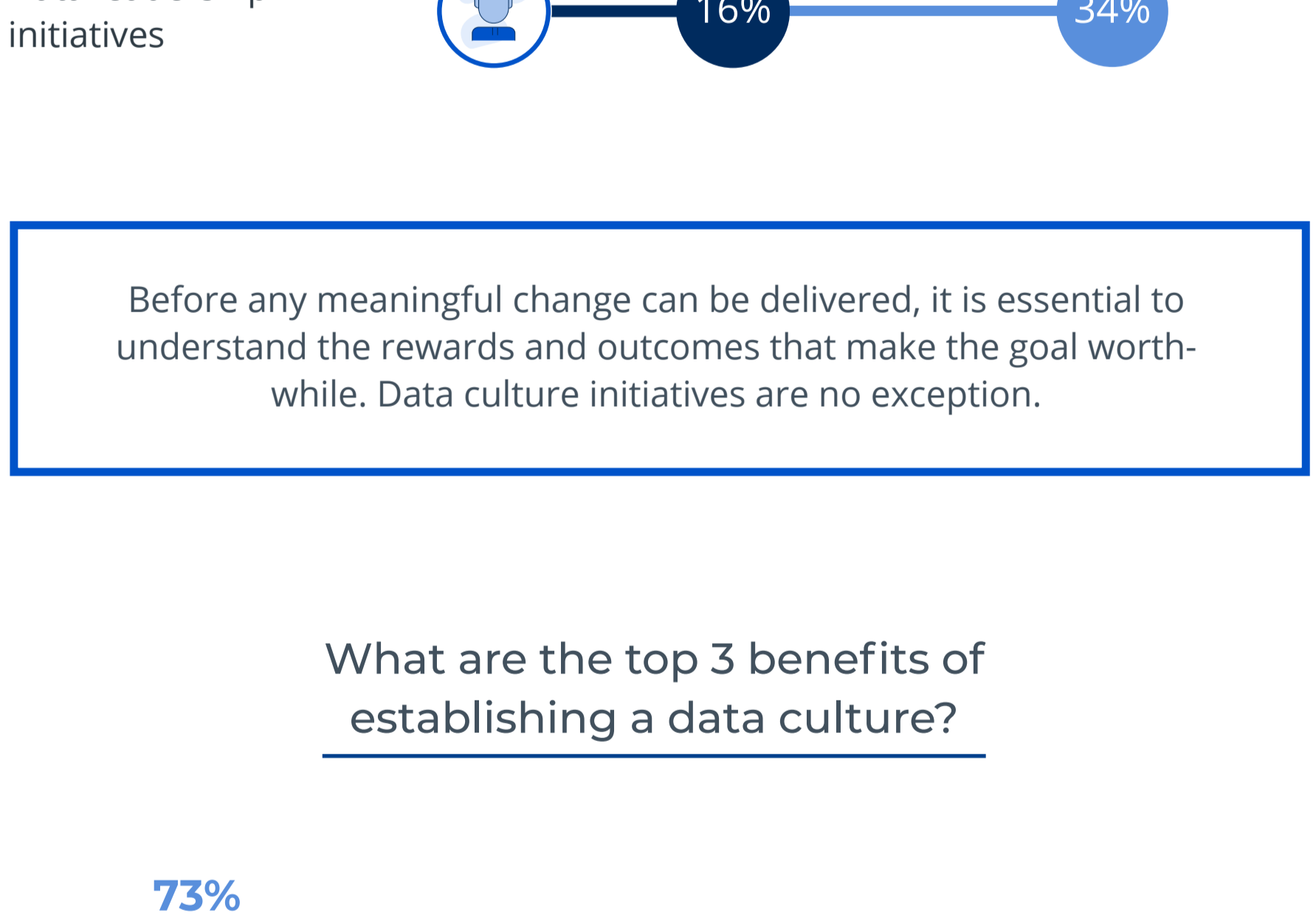
A huge pain point for many professionals is a lack of management commitment to data culture initiatives, data-driven decisions and improved data handling. Related to this issue is the motivation of employees on a broader level.



Why is Data Culture Important?

Survey respondents confirm that all data culture initiatives are important. Currently, the most popular approaches pertain to access, governance and strategy.

How relevant are the following data culture approaches?



Before any meaningful change can be delivered, it is essential to understand the rewards and outcomes that make the goal worthwhile. Data culture initiatives are no exception.

What are the top 3 benefits of establishing a data culture?

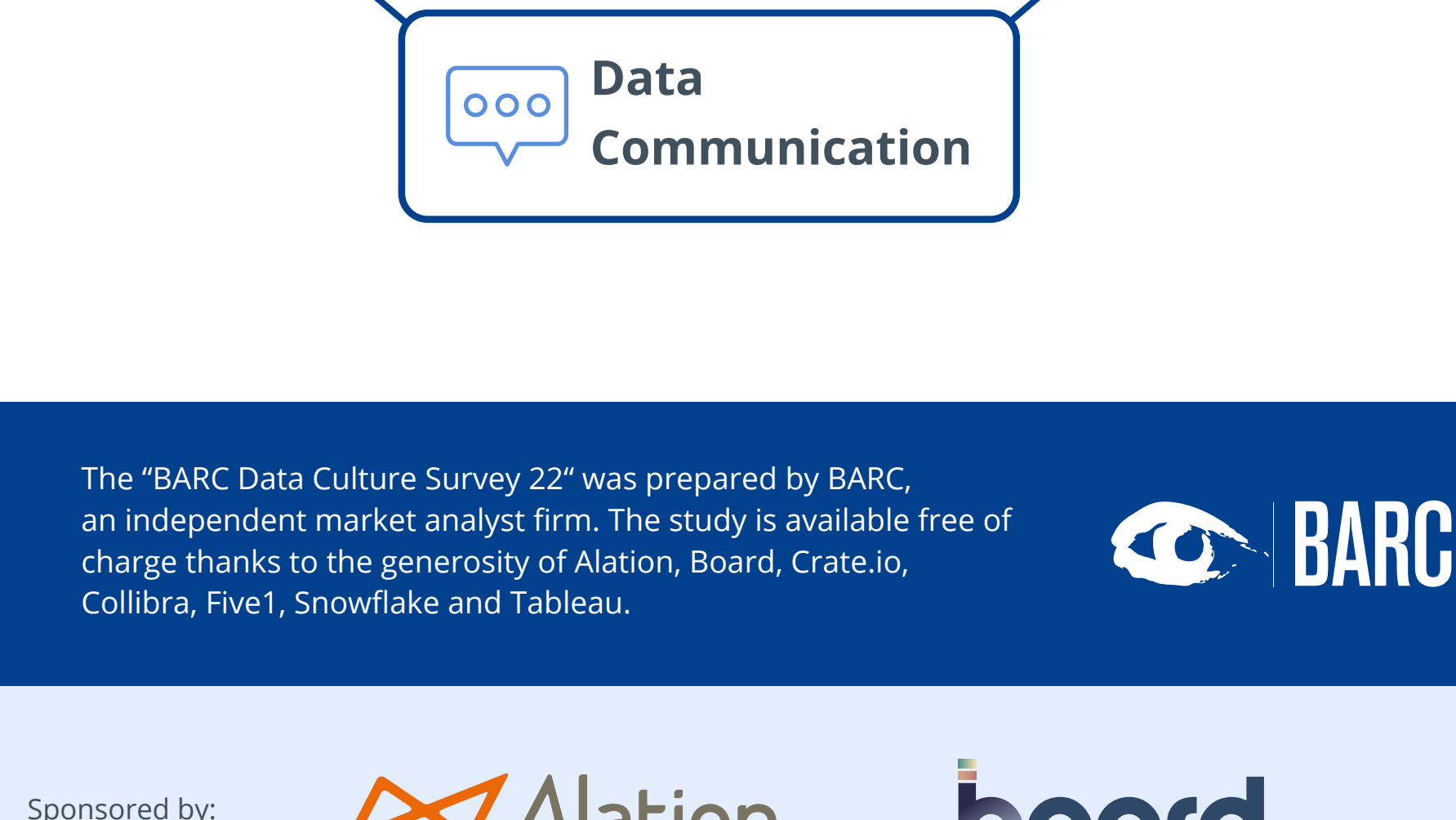


A good proportion of the companies surveyed have improved their decision-making, reduced costs and improved their processes with the help of data.



BARC Data Culture Framework

We created the BARC Data Culture Framework to answer the frequently posed question of how to positively address data culture in an organization. The framework identifies the six most important action areas, thus giving companies a guideline on where to focus their attention.



The "BARC Data Culture Survey 22" was prepared by BARC, an independent market analyst firm. The study is available free of charge thanks to the generosity of Alation, Board, Crate.io, Collibra, Five1, Snowflake and Tableau.



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