SQUARE ROOT®

<CHASING **DATA**>

Big data is big business. Is the big spend paying off? We surveyed more than 500 data users to find out.

THE PROBLEM:

40%

Of companies today struggle to take effective action on data
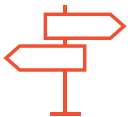
BUT

92%

Believe that better use of data will directly impact long-term success

WHAT CAUSED THIS?

OUTDATED TOOLS
45% said current tools aren't easily understood by non-technical users

DISCONNECT & MISALIGNMENT
41% say their managers are going to take the opposite action, so why bother?

COMMUNICATION ISSUES
Nearly 30% said data is not shared effectively across their company today

CAN WE FIX IT?

IMPROVED TOOLS
2/3 said improved data tools would allow them to connect data to action

MORE ALIGNMENT
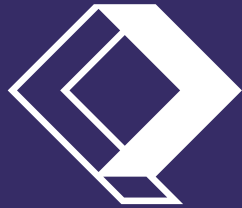52% want organization-wide training to put everyone on the same page regarding data

BETTER COMMUNICATION
72% said a single view of data across the organization would allow them to do their jobs better

DOES YOUR ORGANIZATION CHASE A LOT OF DATA WITHOUT A LOT OF ACTION?

SEE HOW OUR COEFFICIENT® PLATFORM CAN HELP: SQUARE-ROOT.COM/COEFFICIENT-PLATFORM/

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