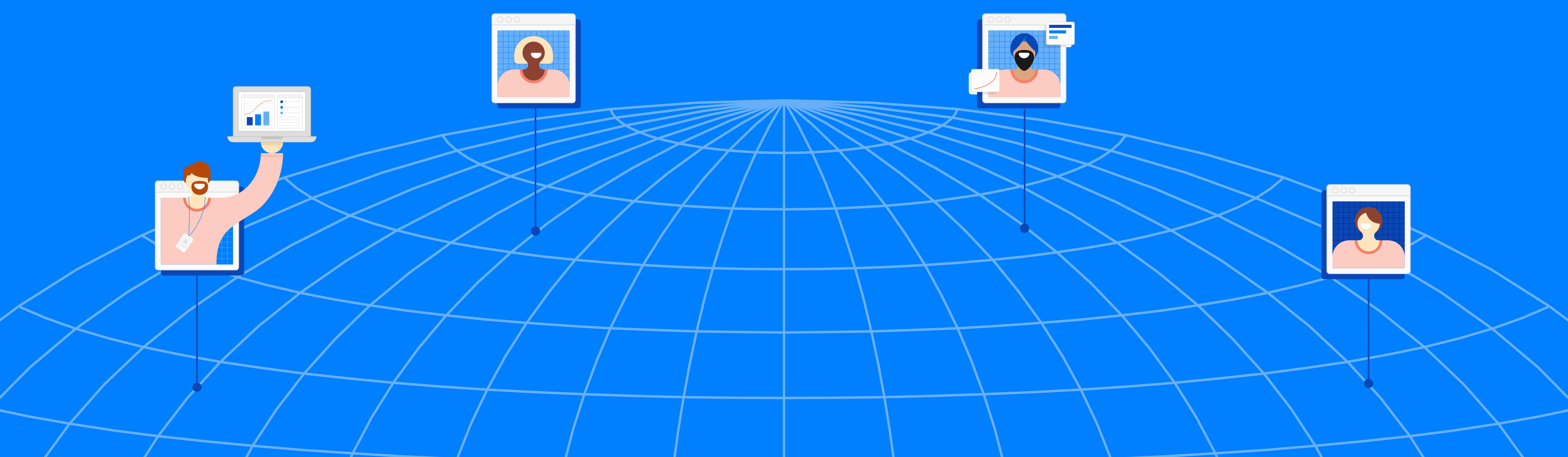


Data Analysts: A Critical, Underutilized Resource

A Global Survey of Data
and Analytics Professionals



Analytics Delivers Significant Business Value



98%

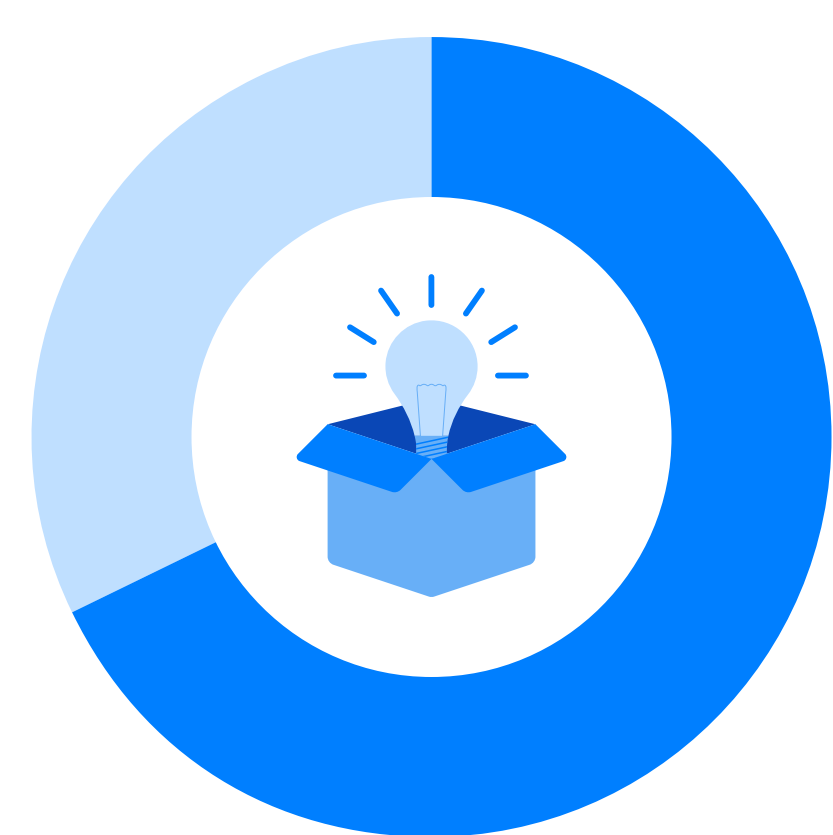
of companies are using
Business Intelligence
(BI) today



71%

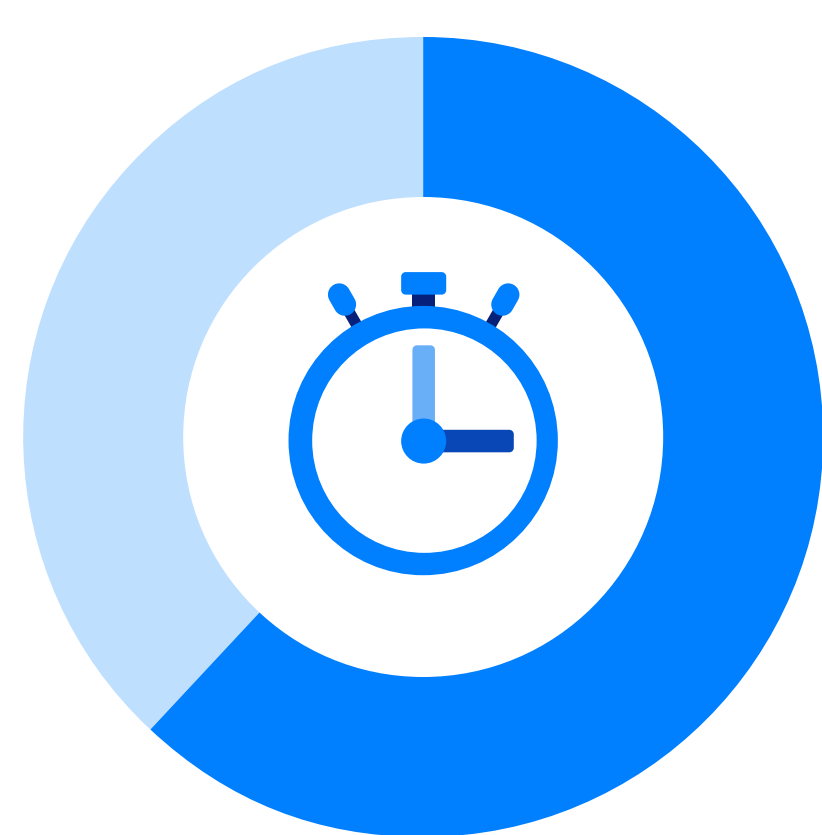
of companies plan to hire more
data analysts based on growing BI
teams over the next 12 months

Data Analyst Time Being Siphoned Away



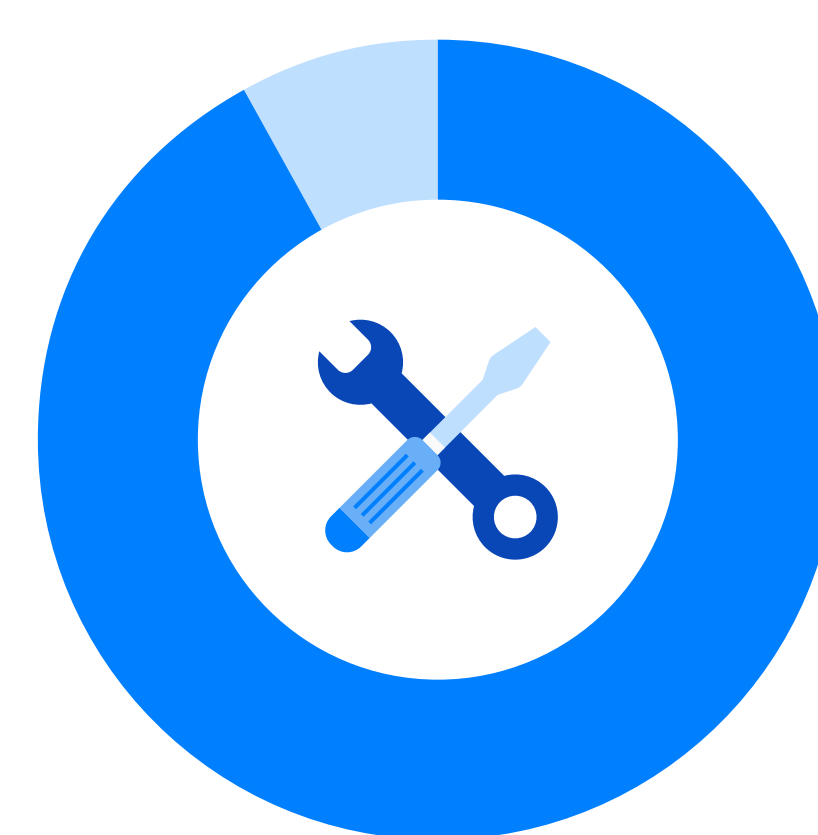
68%

of analysts say they lack the
time to implement
profit-driving ideas



62%

report waiting on engi-
neering resources numer-
ous times each month



92%

state they have needed
to perform tasks outside
their role



34%

of analyst time wasted
trying to access data



only
50%

of analyst time spent
analyzing data

Data Challenges Inhibit Analysts and the Benefits They Deliver

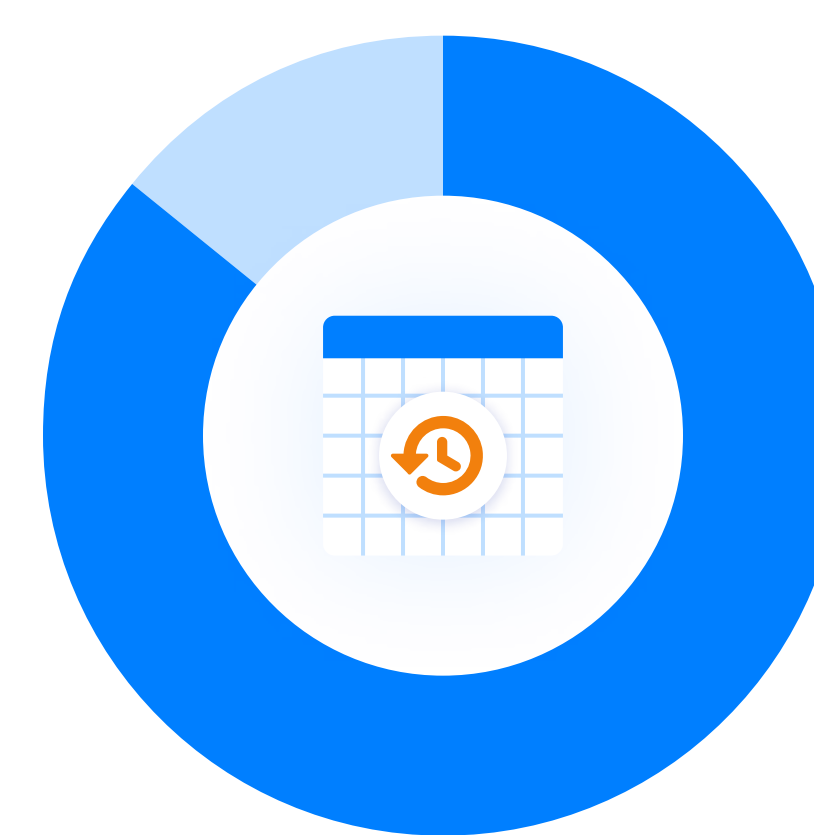
- **Data integrity,**
- **quality**
- **and**
- **access**

top list of analyst
challenges



90%

say numerous data
sources were unreliable
over the last 12 months



86%

use data that is
out of date

See the full survey at
fivetran.com/blog/analyst-survey →

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