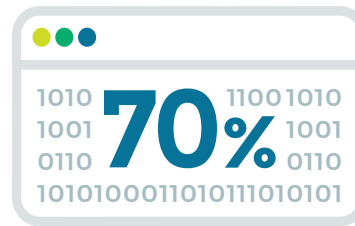


# Are data analysts actually doing any analysis?

Disjointed, inaccessible data is a major productivity inhibitor for analysts, diverting skilled resources from contributing to valuable business intelligence



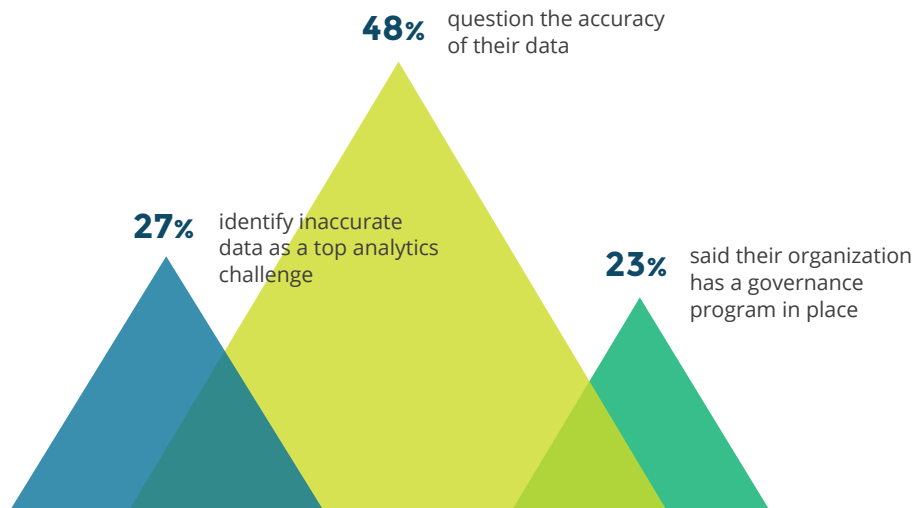
Challenges with data access have motivated **70%** of analysts to take it upon themselves to learn specialized programming languages specifically to help them access or prep data



**44%** of leaders say their analytics teams spend *more than half their time* accessing and preparing data rather than performing actual analysis

## An existential threat:

Data professionals lack confidence in data accuracy



Industry leaders recognize inefficiencies and plan to make important investments that will free data professionals up to perform next-generation analysis



of analytics team managers list data integration as an investment priority



say their organizations are planning or researching a formalized data governance program (**32%**)

Read the report: [tmmdata.com/AnalyticsSurvey](http://tmmdata.com/AnalyticsSurvey)

In June and July 2017, TMMData and the Digital Analytics Association (DAA) conducted an online survey of 824 data professionals. The margin of error is +/- 3.3% at the 95% confidence level. Discrepancies in or between tools are due to rounding.

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DIGITAL ANALYTICS ASSOCIATION