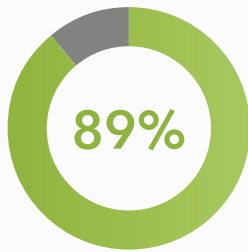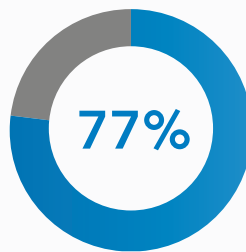# 600 senior decision makers cross-industry

analysing the results divided the responders into three groups, Leaders, Mainstreamers and Laggards
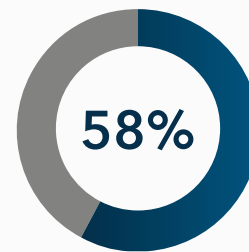
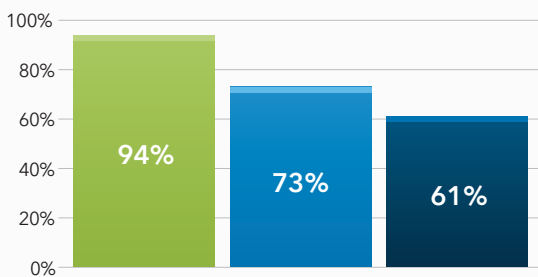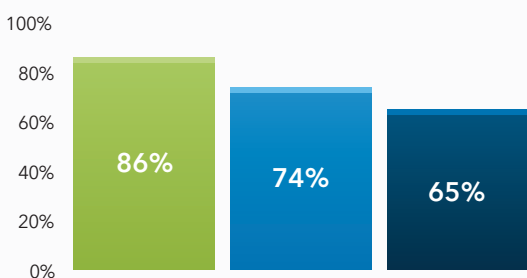## We consider ourselves to be data-driven decision makers

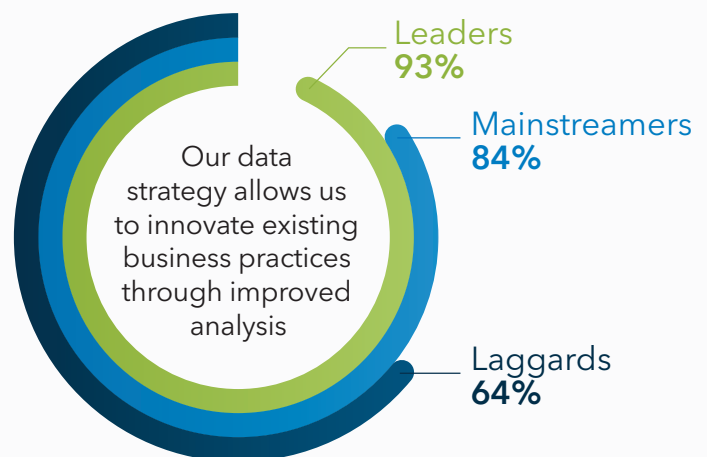**89%** Leaders

77% Mainstreamers

58% Laggards

Our investment in data cleansing has enabled us to use our business analytics more effectively

- 94%
- 73%
- 61%

We have an effective approach to ...

Effectiveness of data strategy	72%	18%	12%
Effectiveness of approach to data cleansing	66%	12%	5%
Effectiveness of approach to data analytics	74%	15%	2%

We are incentivised to keep records accurate and up to date

- 86%
- 74%
- 65%

Our data strategy allows us to innovate existing business practices through improved analysis

Leaders **93%**

Mainstreamers **84%**

Laggards **64%**

We are investing in the right talent to support our data strategy

58% **75%** **91%**

Leaders take a proactive approach to data and understand the impact data can have on decisions, planning and forecasting.