



Why You Should Care About Data Culture

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Data is important...but is it enough?

“Organizations don’t need a big data strategy; they need a business strategy that incorporates big data.”

Bill Schmarzo,
Chief Innovation Officer,
Hitachi Vantara

“Every company has big data in its future, and every company will eventually be in the data business.”

Thomas H. Davenport, Babson College Professor of Information Technology and Management, Thought Leader, and Author

“The human side of analytics is the biggest challenge to implementing big data.”

Paul Gibbons,
Management Consultant
and Author

“The goal is to turn data into information, and information into insight.”

Carly Fiorina, CEO,
Hewlett-Packard

“Without big data analytics, companies are blind and deaf, wandering out onto the web like deer on a freeway.”

Geoffrey Moore, Management Consultant and Author

Organizations must look beyond data strategy and think about data culture

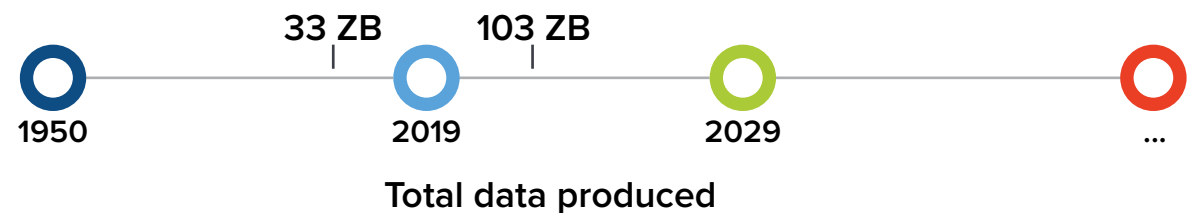
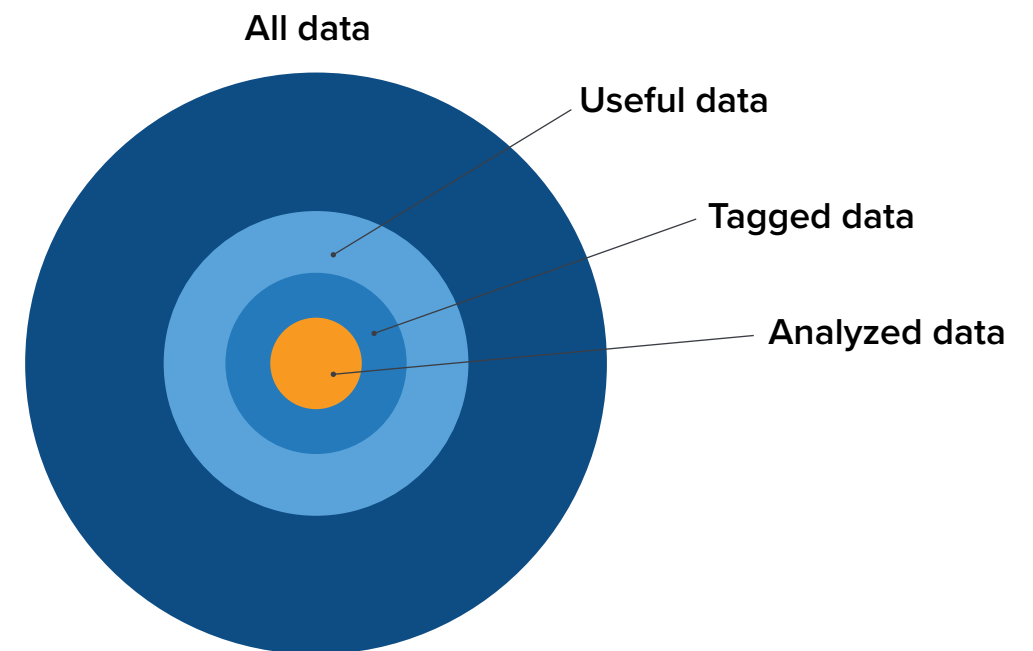
Just having data, even a lot of data, does not guarantee success. Data can be an asset but simply having more data is not enough, having only the right technology is not enough, and having only the right analysts is not enough.

A growing number of enterprises are recognizing that turning data into information, knowledge, and insights requires a data culture.

Data culture encompasses values, behaviors, and attitudes of executives and employees that promote and enable use of relevant data as the driving force of decision making.

“Culture eats strategy for breakfast.”

**Peter Drucker, Management consultant,
author, and business visionary**



Source: IDC Global DataSphere

IDC set out to look for and understand data culture

The Approach

- We undertook an online survey of 1,100 respondents who use data within organizations.
- The respondents came from large enterprises (500+ employees).
- They comprised a mix of executive and managerial positions as well as technical and non-technical roles across a wide spectrum of industries.
- We drew from a global audience including Brazil, Canada, China, France, Germany, India, Japan, Mexico, U.K., and the U.S.

The Objectives

- Identify key visible and invisible elements that influence data culture.
- Collect attitudinal and behavioral measures of these elements.
- Build scales to measure the presence and depth of key drivers and an overall measure of data culture.
- Examine whether the extent to which organizations embraced a data culture made a difference to their business outcomes.
- Identify best practices that lead to a strong data culture in organizations.

Customers Satisfaction

Does a strong data culture impact business performance?

IDC asked survey respondents about attitudinal and behavioral elements that influence data culture and tested their impact on business performance metrics.

Data Culture Characteristics



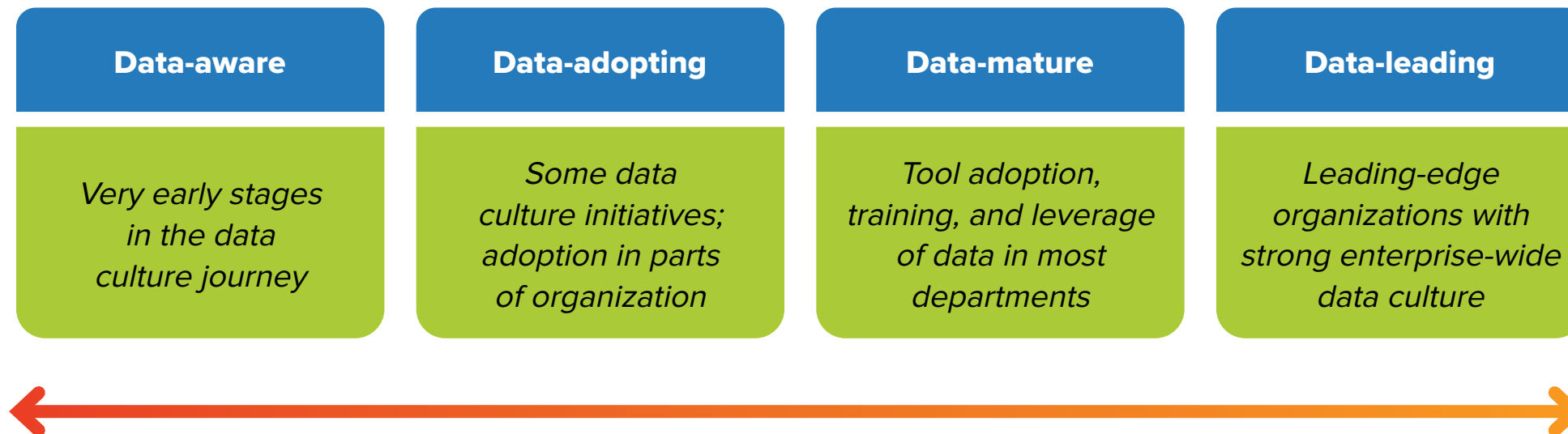
Business Metrics



Respondents and their organizations were segmented into four quartiles and their differing characteristics assessed

Lowest Data Culture Score

Highest Data Culture Score



Data-savvy employees are the driving force of a strong data culture

Skills/Competencies: Data-leading organizations have employees who know how to best use data

People in data-leading organizations are:

- » 3X better than peers in data-aware organizations at finding and connecting with data.
- » 54% better at data analysis and 50% better at accurately and critically interpreting the analysis than workers in data-aware organizations.

Hiring: The data-leading hire people with advanced data skills

Q: What is the minimum level of data and analytic skills that newly hired knowledge workers are required to already possess in each of the following areas? (% advanced skill)

