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KEY TRENDS IN DATA ANALYTICS AND ARTIFICIAL INTELLIGENCE FOR 2021

As businesses face increasing complexity and instability in the market, data management and data-driven decision-making are becoming even more crucial for digital transformation success. Companies need to harness the unwieldy power of data to compete long-term.

Here are 4 trends to look out for in 2021.



Data Sources and Unstructured Data are Increasing

IT departments struggle to manage and mine unstructured data, making it a challenge to extract actionable insights.

80%+ of enterprise data is unstructured data, growing at a rate of

55 - 65% per year.

Source: Datamation Newsletter

What is unstructured data?

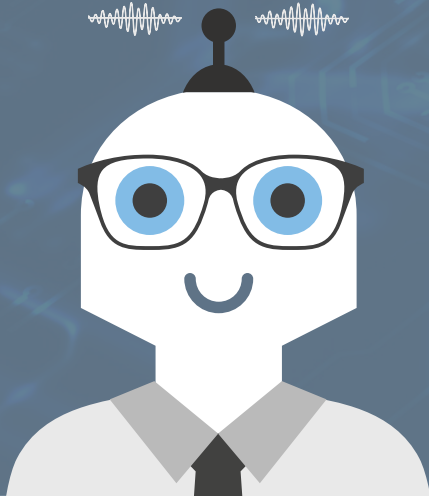
contracts, emails, mobile data, business applications, transcripts of calls



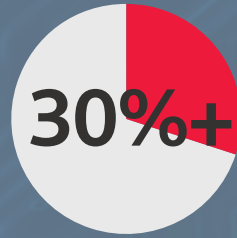


Embracing AI = Increased ROI

Artificial Intelligence, Machine Learning and Robotics are here to stay. To leverage the full benefits of AI, start with educating your workforce about the power of using AI to improve day-to-day decision making, business outcomes and revenue potential.



Over the next 3 years, investments in AI are expected to boost revenue by



Source: Accenture

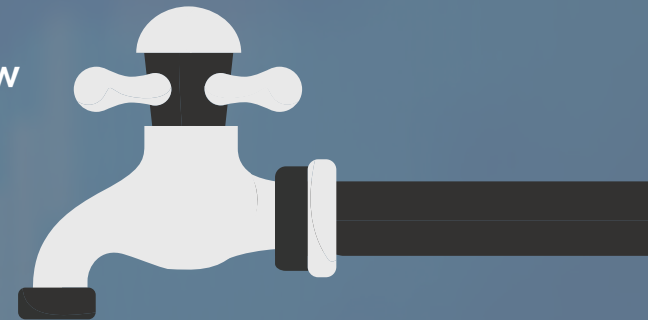


Data Monetization Will Create New Revenue Streams

Data doesn't just support product sales; it can also be the product you sell.

Many companies are leveraging data monetization to ignite growth and establish a competitive advantage.

To drive revenue through monetization algorithms, **Ticketmaster** created one of the biggest datasets on customer behavior which is now sold as a part of their analytics program to help their venue customer understand consumer behavior.





Cloud Adoption Will Continue to Grow

Cloud technology will continue to evolve with industry leading performance, reliability, and security, leaving companies to focus on innovation and differentiation.

A well strategized cloud architecture can provide optimal data management costs, with the flexibility to scale with evolving business needs.

By 2022 public cloud services will be essential for
90% of data and analytics innovation.

Source: Gartner



What Can You Do?

