How Do Data Analytics Benefit the US Economy?

97% OF LARGE BUSINESSES
501+ employees

87% OF MEDIUM BUSINESSES
51 to 500 employees

57% OF SMALL BUSINESSES
50 or fewer employees

69% of US business decision makers say data analytics are important to their companies.
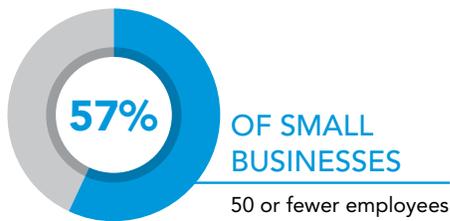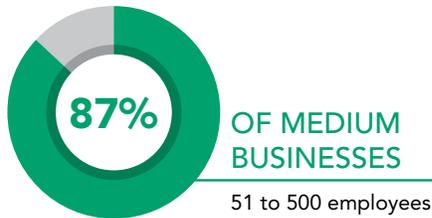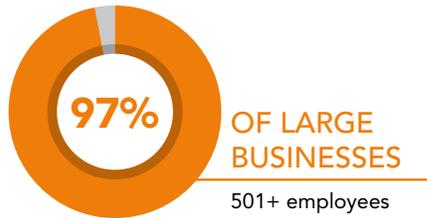
US business decision makers say data analytics will be important to their plans in each of the following areas:

79%
Better serving customer needs

76%
Increasing sales/revenue

72%
Finding opportunities to expand into new markets

70%
Creating new products or services

61%
Adding jobs/hiring more employees

Share of senior US executives saying 10% or more of their companies' growth will be related to data analytics:

56% 2014 — **81%** 2019
LARGE BUSINESSES

56% 2014 — **65%** 2019
MEDIUM BUSINESSES

22% 2014 — **50%** 2019
SMALL BUSINESSES

The Software Alliance
BSA