How many employees in your company?

- Less than 25: 0
- Between 25-50: 10 (8.6%)
- Between 51-100: 37 (31.9%)
- Between 101-500: 69 (59.5%)
- More than 500: 0

Survata
What is your role in the company?

- Company or Department Administrator: 0 respondents
- Company or Department Manager: 46 respondents (39.7%)
- Company or Department Director: 27 respondents (23.3%)
- Company or Department Vice President: 11 respondents (9.5%)
- Company Founder or CEO: 32 respondents (27.6%)
- Company or Department Sub-Manager: 0 respondents
Is your company currently using a data analytics solution?

116
100.0%
How long has your company been using a data analytics solution?

- Less than 1 year ago: 8 respondents (6.9%)
- Between 1-2 years: 37 respondents (31.9%)
- Between 3-5 years: 47 respondents (40.5%)
- More than 5 years: 23 respondents (19.8%)
- I'm not sure: 1 respondent (0.9%)
What kind of data analytics solution is your company using?

- Offline (Excel or manual): 10 respondents (8.6%)
- Web/cloud-based system: 69 respondents (59.5%)
- A combination of offline and web: 37 respondents (31.9%)
- Other: 0 respondents
- I'm not sure: 0 respondents
Which departments in your company use the solution?

- Sales: 50 (43.1%)
- Marketing: 49 (42.2%)
- Finance: 55 (47.4%)
- IT: 98 (84.5%)
- Engineering: 34 (29.3%)
- Other: 4 (3.4%)
- Not sure: 0

(Survata)
Which departments absolutely could not live without the solution

- Sales: 41.4%
- Marketing: 43.1%
- Finance: 44.0%
- IT: 75.0%
- Engineering: 37.1%
- Other: 6.9%
- Not sure: 1.7%
How do managers/execs use the data provided by the solution?

- It informs decisions on which products to launch: 58 respondents (50.0%)
- It informs decisions on staffing: 46 respondents (39.7%)
- It informs decisions on customer service: 64 respondents (55.2%)
- It informs decisions on budget: 68 respondents (58.6%)
- It informs decisions on how to grow the business: 77 respondents (66.4%)
- It informs technology decisions: 94 respondents (81.0%)
- Other: 0 respondents
What would happen if managers/execs didn't have access to this data?

- Business decisions would be made on instinct: 52 (44.8%)
- Business decisions would be made counter to goals: 58 (50.0%)
- Business decisions would hurt the company: 63 (54.3%)
- It would take longer to service customers: 65 (56.0%)
- It would take longer to deliver products: 68 (58.6%)
- Other: 3 (2.6%)
- I'm not sure: 0
Why did your company begin using a data analytics solution?

- We lacked info on the performance of our business: 61 respondents (52.6%)
- We wanted to make more informed decisions, faster: 83 respondents (71.6%)
- The business was struggling but we didn't know why: 29 respondents (25.0%)
- The business was growing but we didn't know why: 22 respondents (19.0%)
- We wanted to make changes but didn't know where: 36 respondents (31.0%)
- Other: 0 respondents
- I'm not sure: 0 respondents
What was the biggest problem your company faced when buying the solution?

- It cost too much: 32 respondents (27.6%)
- Difficulty differentiating between solutions: 65 respondents (56.0%)
- We lacked the expertise to evaluate solutions: 65 respondents (56.0%)
- Other: 4 respondents (3.4%)
- I'm not sure: 1 respondent (0.9%)
What was the biggest problem your company faced when implementing the solution?

- **It took too long**: 41 respondents (35.3%)
- **We lacked the skills in-house to manage the process**: 66 respondents (56.9%)
- **The technology was too complicated**: 49 respondents (42.2%)
- **Other**: 6 respondents (5.2%)
- **I'm not sure**: 2 respondents (1.7%)
Are you happy with the solution you're using?

- Yes: 113 (97.4%)
- No: 1 (0.9%)
- I'm not sure: 2 (1.7%)
If you answered "No" to the previous question, why not?

- It's too complicated: 0
- The tool doesn't work as advertised: 1 (100.0%)
- Not enough training on how it works: 0
- It's always breaking down: 1 (100.0%)
- Other: 0
- I'm not sure: 0
Do you think managers/execs could make better use of the solution?

- Yes: 86.2% (100 respondents)
- No: 4.3% (5 respondents)
- I'm not sure: 9.5% (11 respondents)
How could execs/managers make better use of the solution?

- If it was easier to use: 57 (49.1%)
- If everyone at the company had access to it: 52 (44.8%)
- If the tool worked as expected: 41 (35.3%)
- If there was better training on the solution: 72 (62.1%)
- If managers/execs actually relied on the data: 59 (50.9%)
- Other: 3 (2.6%)
- I'm not sure: 0
How much money did your company spend on the solution?

- Less than $5,000: 5 respondents (4.3%)
- Between $5,000 - $10,000: 36 respondents (31.0%)
- Between $10,001 - $25,000: 54 respondents (46.6%)
- More than $25,000: 21 respondents (18.1%)
How much money does your company spend annually (on people and tech) to maintain the solution?

- Less than $5,000: 11 respondents (9.5%)
- Between $5,000 - $10,000: 27 respondents (23.3%)
- Between $10,001 - $25,000: 48 respondents (41.4%)
- More than $25,000: 30 respondents (25.9%)
How many people inside your company are responsible for maintaining the solution?

<table>
<thead>
<tr>
<th>Respondents</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Zero</td>
<td>1.0%</td>
</tr>
<tr>
<td>1 - 3</td>
<td>19.0%</td>
</tr>
<tr>
<td>4 - 6</td>
<td>39.7%</td>
</tr>
<tr>
<td>7 - 10</td>
<td>26.7%</td>
</tr>
<tr>
<td>More than 10</td>
<td>13.8%</td>
</tr>
</tbody>
</table>
How many hours per month do these people spend maintaining the solution?

<table>
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<tr>
<th>Hours</th>
<th>Respondents</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
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<td>1</td>
<td>0.9%</td>
</tr>
<tr>
<td>1 - 10</td>
<td>28</td>
<td>24.1%</td>
</tr>
<tr>
<td>11 - 20</td>
<td>60</td>
<td>51.7%</td>
</tr>
<tr>
<td>More than 20</td>
<td>27</td>
<td>23.3%</td>
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