

# Importance of Data Literacy

Chandana Gopal and Dan Vesset  
Future of Intelligence  
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# About this Presentation

The content for this presentation was taken directly from “IDC's Future of Intelligence Survey: The Importance of Data Literacy”, Q4 2021 (IDC #US48233621, October 2021).

## **Abstract**

This IDC Survey provides insight into the importance of developing data literacy in an enterprise as it has a direct correlation with improving enterprise intelligence. This IDC Survey shows how data literacy varies at different levels of an organization, across roles, across company sizes, and across geographies. The survey also shows challenges to increasing data literacy as well as the investment priorities of organizations as they develop data literacy in their employees. This document highlights worldwide data from IDC's Future of Intelligence Survey, conducted in August 2021.

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# Executive Summary

1

Executives and middle managers perceive their data literacy to be higher than those of front-line employees

2

Enterprises need to be better at defining access policies for enterprise intelligence assets especially for their frontline-workers

3

Organizations must improve data literacy particularly for front-line employees to truly increase enterprise intelligence

4

Organizations that fully fund enterprise intelligence activities have the highest data literacy

# Research Objectives

## Future of Intelligence Survey, August 2021

- The purpose of the **Future of Intelligence survey** is to explore a range of topics including organizational, cultural and technology as they relate to building enterprise intelligence. The survey asks respondents about the current state of intelligence in their enterprise, their capabilities, the challenges they face, the benefits to investing in enterprise intelligence and the resulting business outcomes. The survey measures the organizations 1) Ability to synthesize information, 2) its capacity to learn, 3) its ability to deliver insights at scale 4) data culture and uses these four metrics to derive the organizations enterprise intelligence score.
- The survey is a global survey of 1170 respondents across 20 countries and variety of industries and sizes ranging from 500 – 5000+ employees.
- The data presented from the survey here is intended to help technology leaders understand their peer group's data literacy, its importance in enterprise intelligence, the biggest challenges to improving data literacy and investment priorities of executives with respect to data literacy.

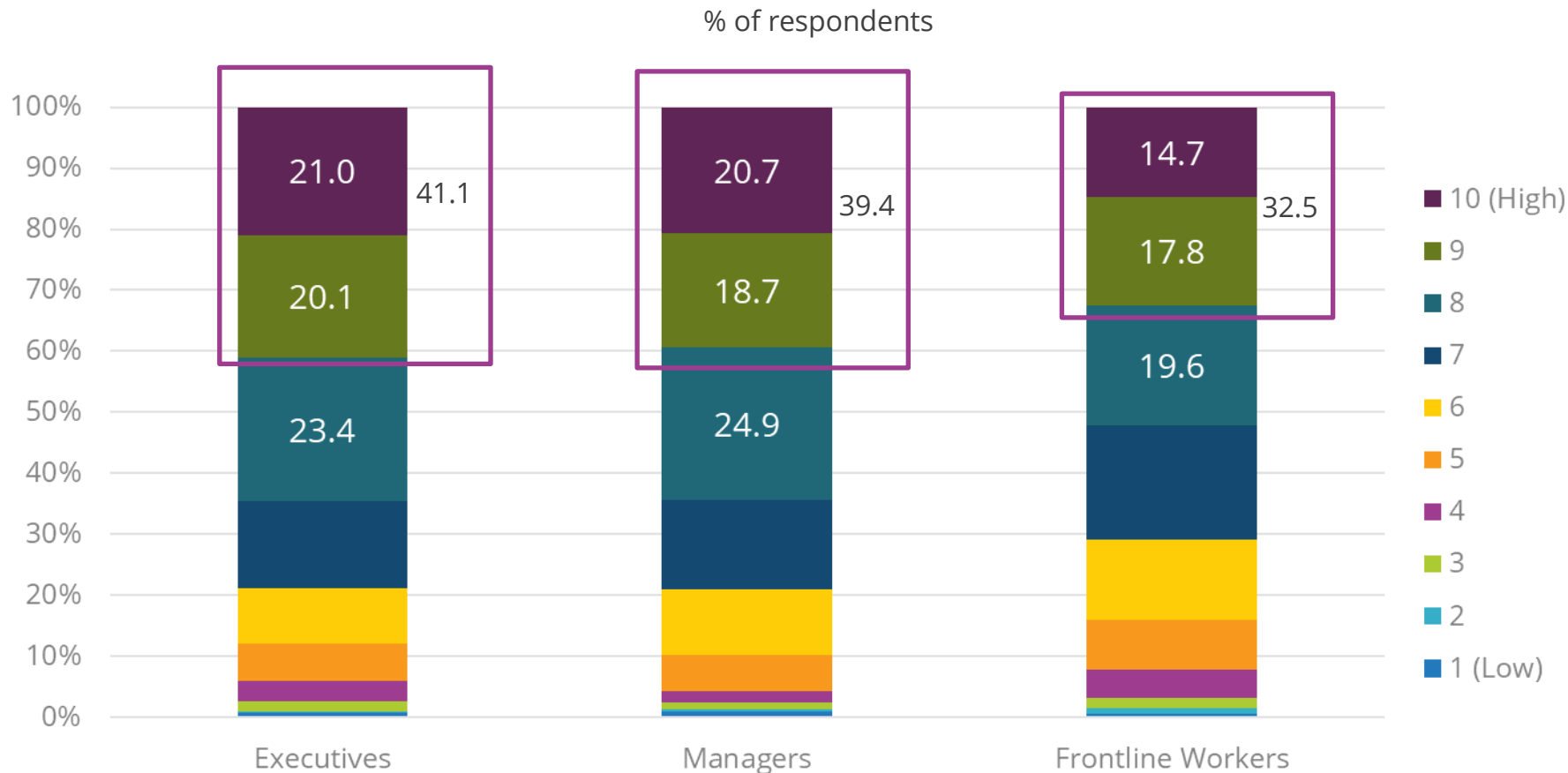
Note: Managed by IDC's Quantitative Research Group; Data weighted by country GDP (500+ emp size); Use caution when interpreting small sample sizes.



# Key Analysis and Findings

Data literacy is higher among executives and managers than among front-line workers

**Rate the data literacy of the following three groups in your organization on a scale of 1-10**

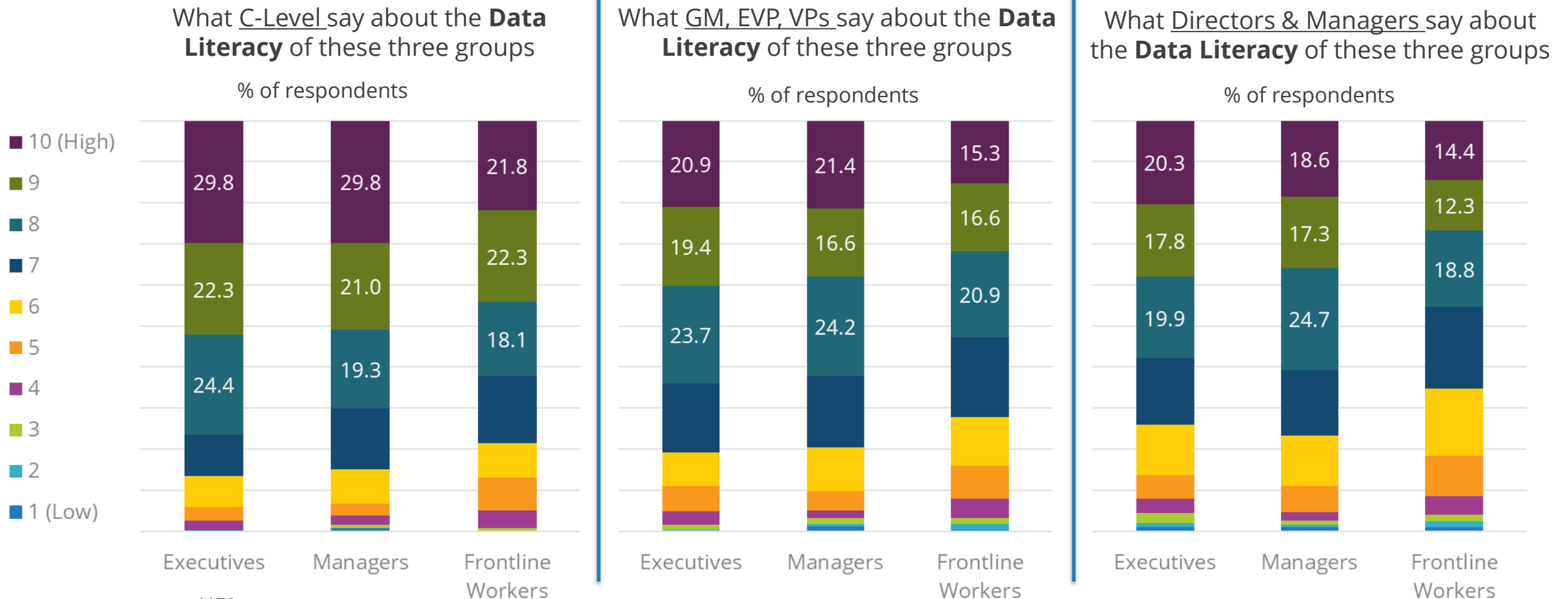


There are far more front-line employees in an organization than there are executives and managers.  
When data literacy becomes pervasive, the whole organization benefits

n = 1170  
Source: Future of intelligence survey, IDC, August 2021

Font-line worker's data literacy levels were rated lower by mid-managers than by executives. C-level executives perceive data literacy to be highest amongst all the respondents.

**Rate the data literacy of the following three groups in your organization on a scale of 1-10**  
**Which of the following best describes your current title?**

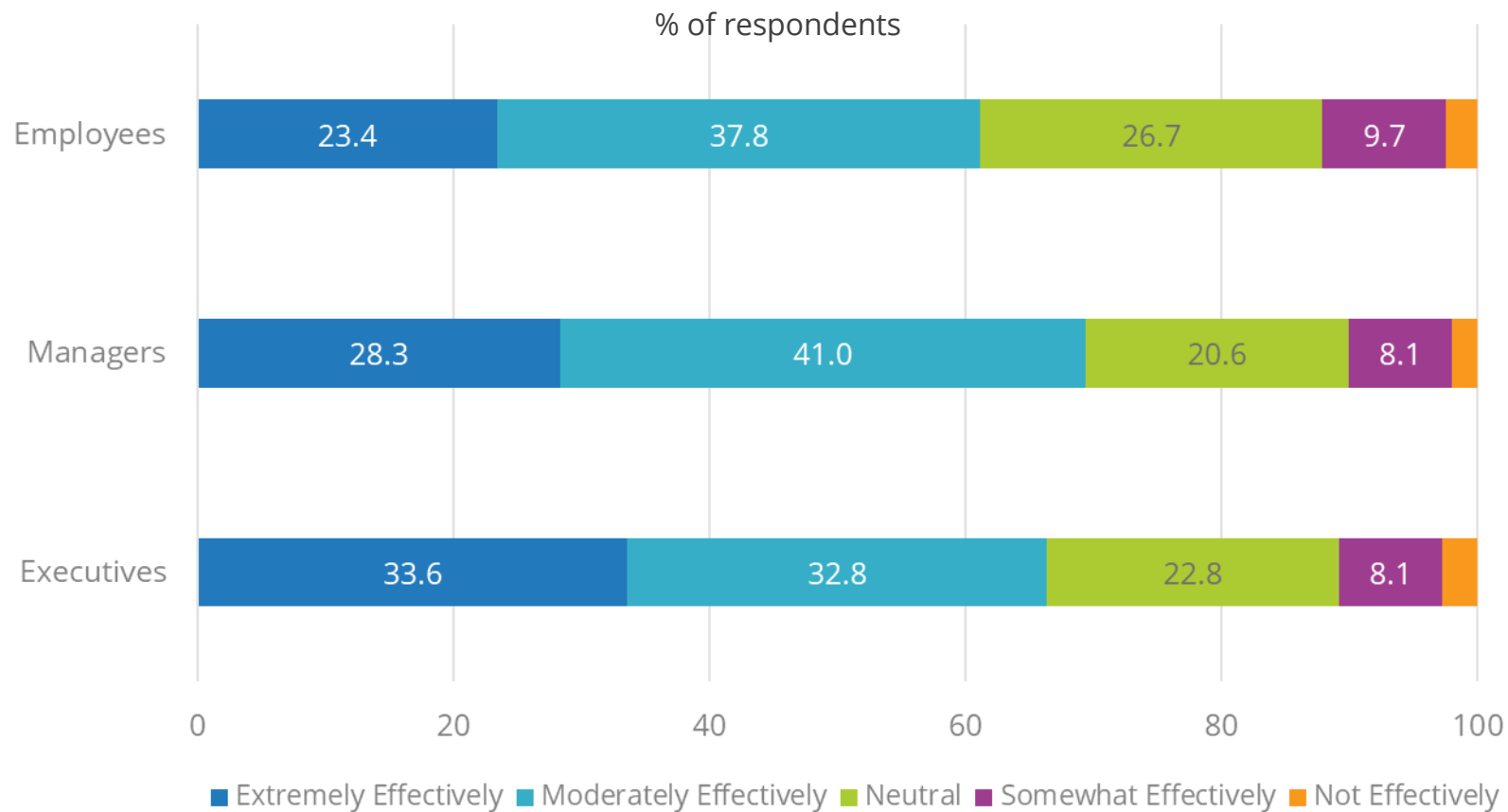


n = 1170  
 Source: Future of intelligence survey, IDC, August 2021



Front-line employees have the lowest clarity about access policies around enterprise intelligence assets

## How effectively are policies for access to data, insights and information defined in your organization?



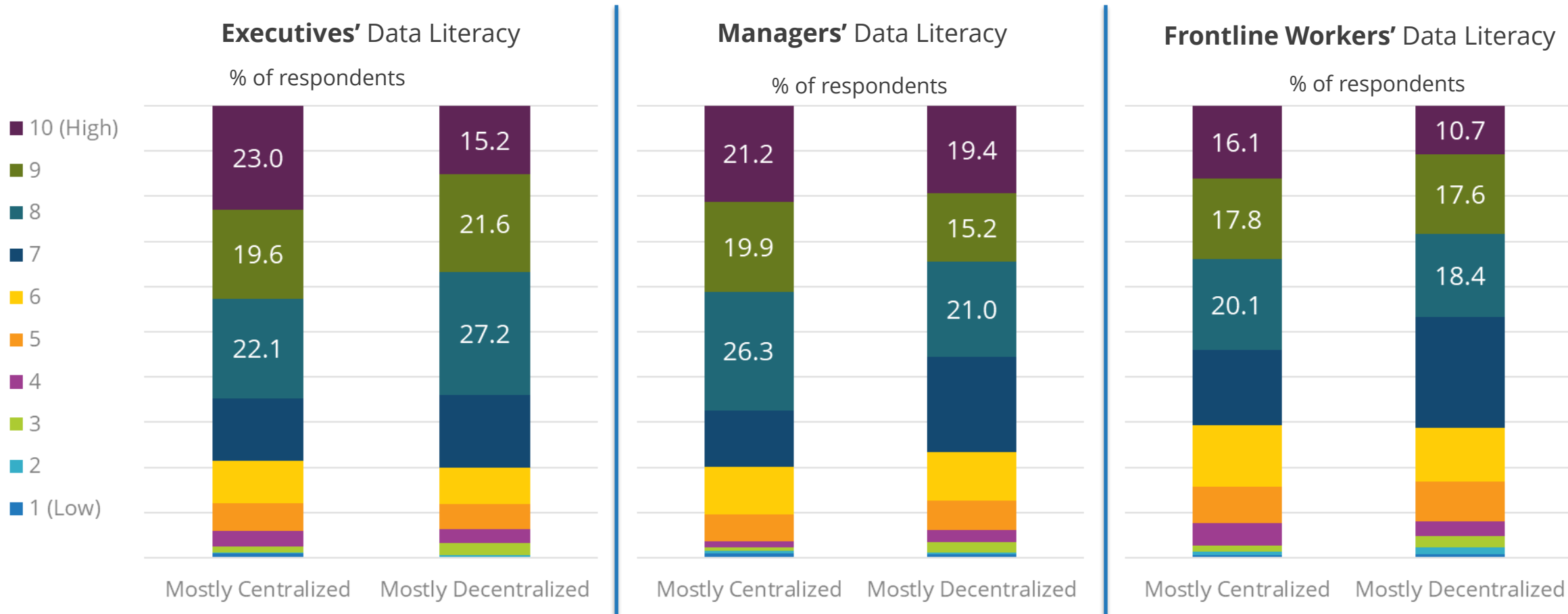
Access policies are much more than just granting permissions and having data governance. Overly restrictive access policies stifle collaboration and innovation. Research shows that when employees are trusted with access to data that they need, they feel more accountable for the data.

n = 1170

Source: Future of intelligence survey, IDC, August 2021

Centralized organizations perform better with data literacy; they are likely better at setting goals and tracking performance than decentralized organizations; they are also less likely to be siloed.

**Rate the data literacy of the following three groups in your organization on a scale of 1-10  
Which of the following best describes your enterprise's organizational structure?**

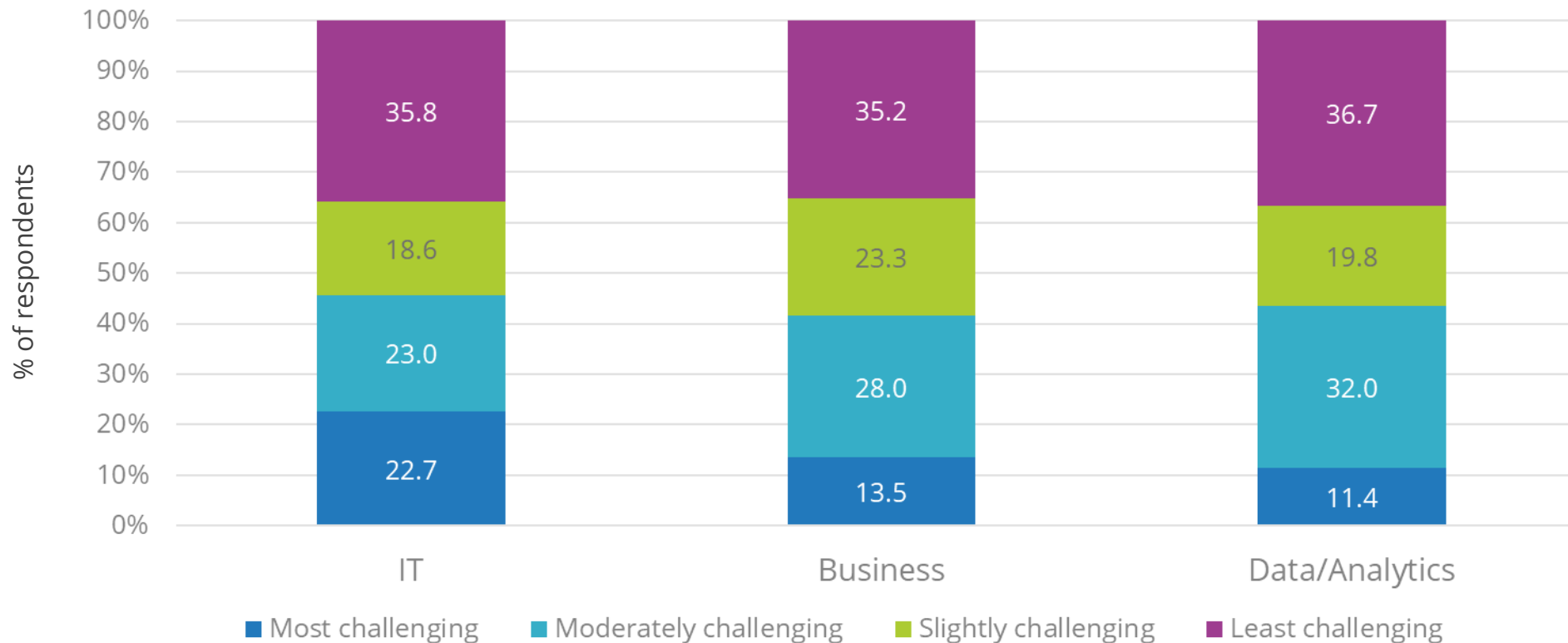


n = 1170  
Source: Future of intelligence survey, IDC, August 2021

All groups agree that overcoming the lack of data literacy is challenging, but IT sees it as most challenging since they are responsible for providing access and enforcing policies

## How challenging is it to overcome the lack of data literacy in your organization? (1-10 scale) What is your role in your organization?

Overcoming Data Literacy Challenges by Role



Note to slides 9 – 11:

- Least challenging =>1-4 on 10-point scale
- Slightly challenging =>5-6 on 10-point scale
- Moderately challenging =>7-8 on 10-point scale
- Most Challenging => 9-10 on 10-point scale

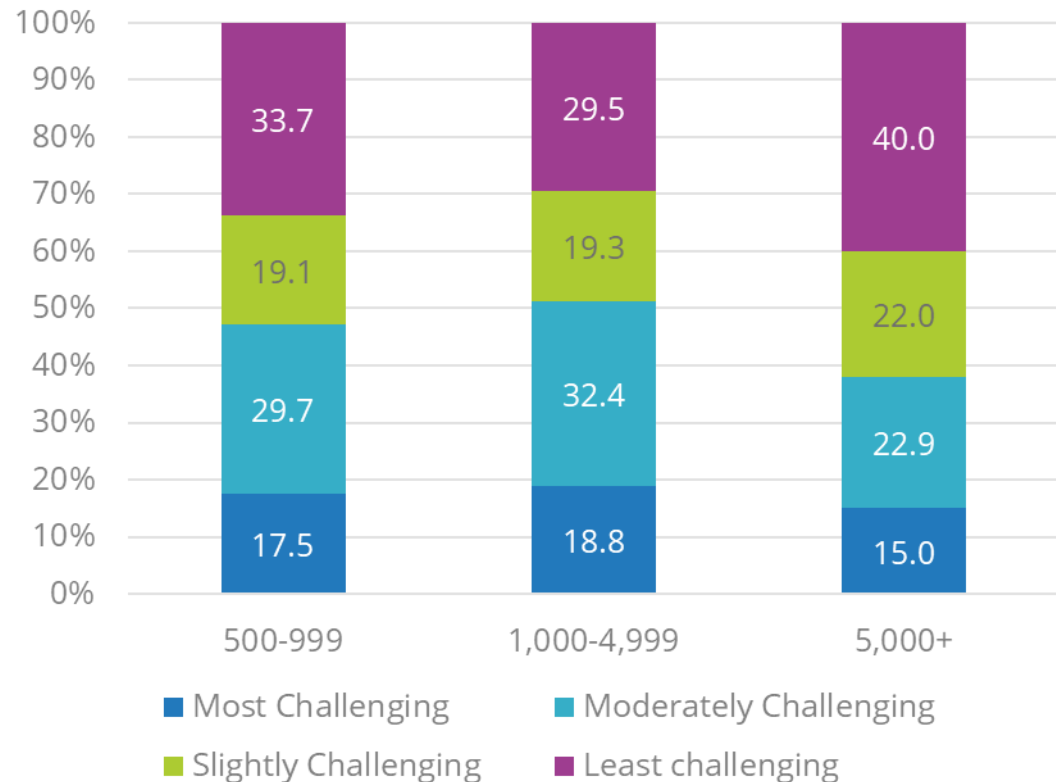
n = 1170

Source: Future of intelligence survey, IDC, August 2021

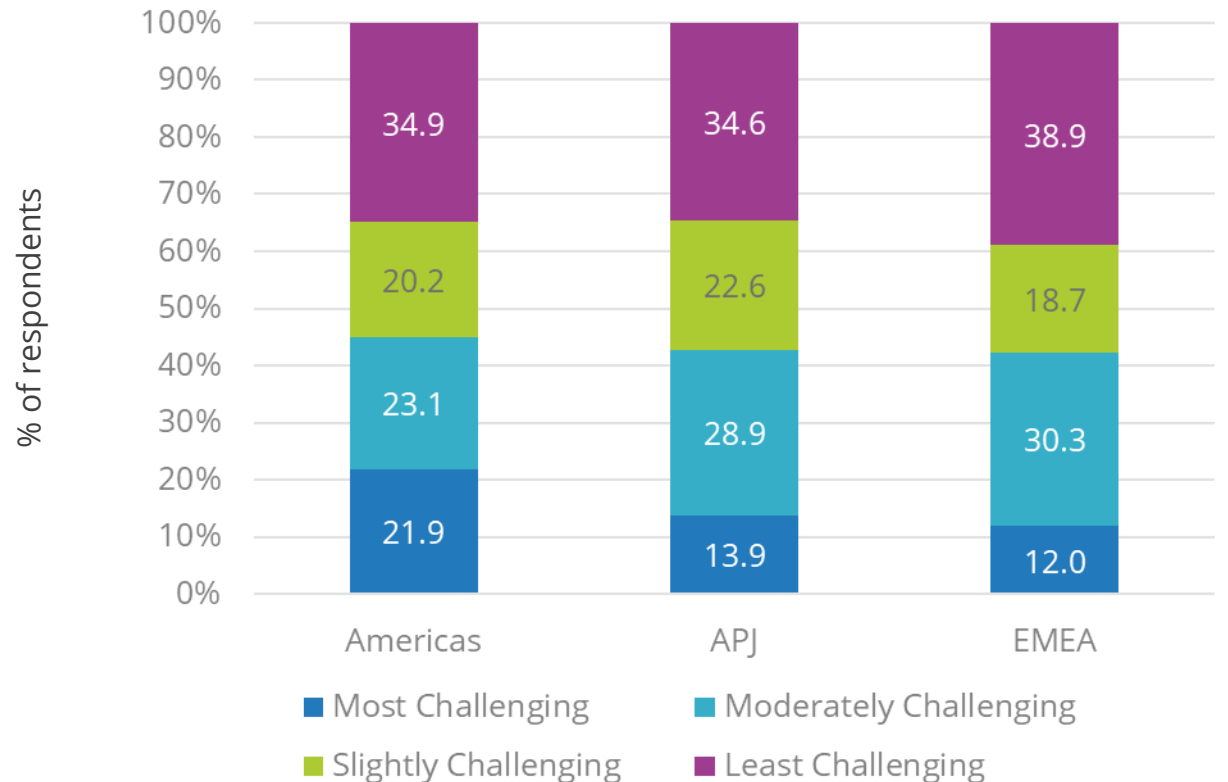
Large enterprises find it easier to overcome data literacy challenges. They are most likely to have resources dedicated to data literacy initiatives; Regionally, EMEA finds it slightly easier to overcome data literacy challenges, perhaps because of the EU's focus on data intelligence

**How challenging is it to overcome the lack of data literacy in your organization? (1-10 scale)**  
**How many employees are in your organization? Which country is your organization primarily based in?**

Overcoming Data Literacy Challenges by Company Size



Overcoming Data Literacy Challenges by Global Region

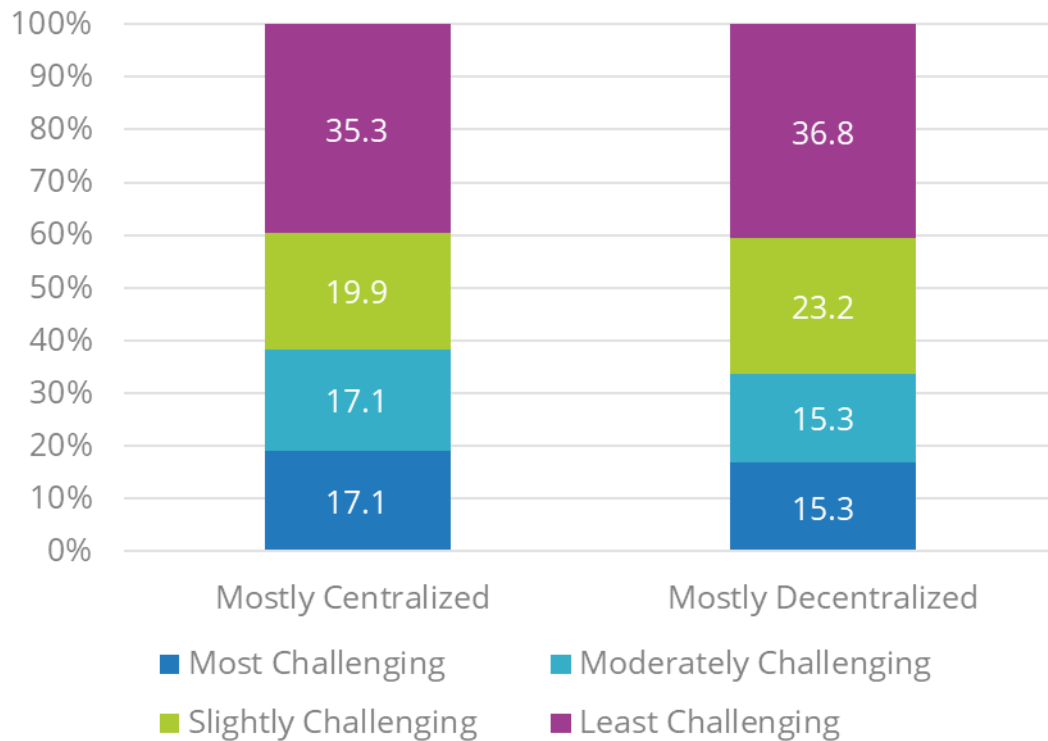


n = 1170  
 Source: Future of intelligence survey, IDC, August 2021

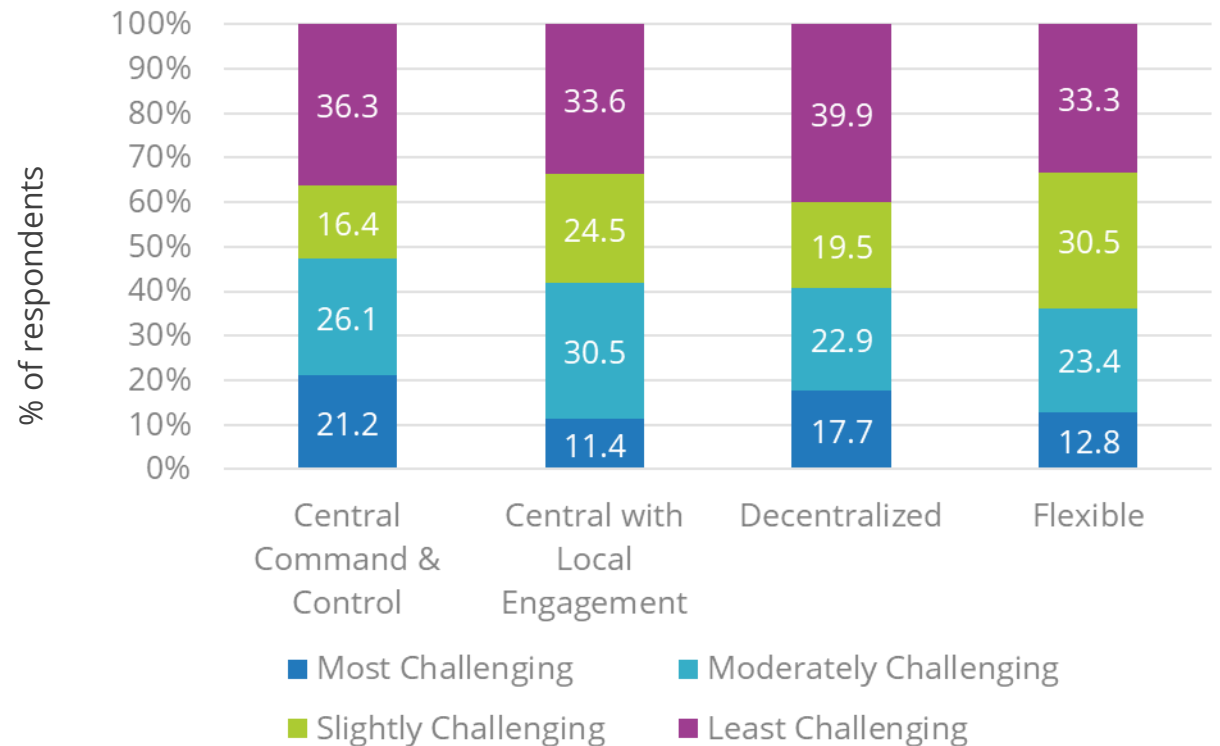
Perception of data literacy challenges is unaffected by organizational structure or decision-making approach

**How challenging is it to overcome the lack of data literacy in your organization? (1-10 scale)**  
**What is primary organizational structure of your enterprise? How are decisions most often made & implemented?**

Overcoming Data Literacy Challenges by Organizational Structure



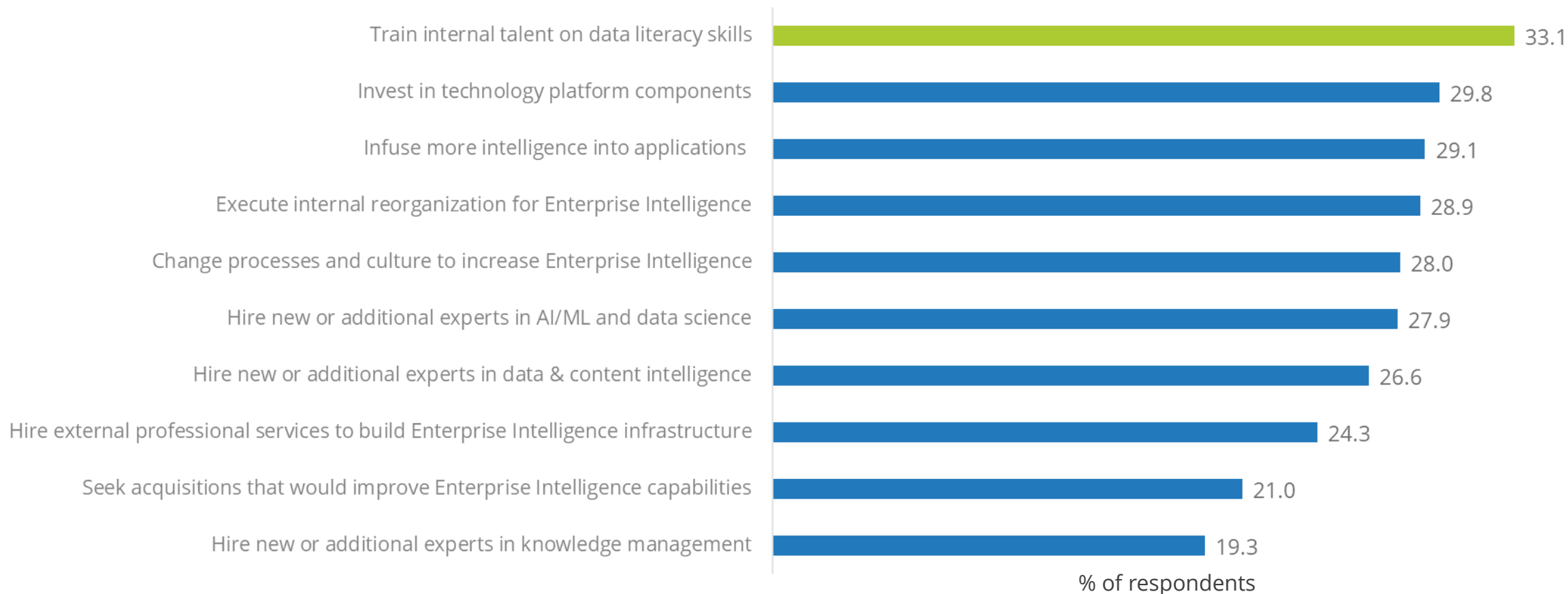
Overcoming Data Literacy Challenges Decision-making structure



n = 1170  
 Source: Future of intelligence survey, IDC, August 2021

# Enterprises Recognize their Data Literacy Shortcomings and Are Prioritizing Investments in Raising Data Literacy

## Which are the most important areas of investment in building Enterprise Intelligence in the next 12 months?



n = 1170

Source: Future of intelligence survey, IDC, August 2021

Data literacy is among the top three investment areas for companies of all sizes

**Which are the most important areas of investment in building Enterprise Intelligence in the next 12 months?**

% of respondents

	500-999	1,000-4,999	5,000+
Train internal talent on data literacy skills	33.7	31.1	34.2
Invest in technology platform components	27.5	32.6	28.7
Change processes and culture to increase Enterprise Intelligence	22.2	30.3	28.2
Execute internal reorganization for EI	29.5	29.9	28.2
Hire new or additional experts in data and content intelligence	24.7	25.5	27.8
Infuse more intelligence into applications	28.3	32.0	27.6
Hire new or additional experts in data science and AI/ML	31.1	28.4	26.8
Seek acquisitions that would improve EI capabilities	17.7	19.9	22.5
Hire external professional services to build EI infrastructure	34.7	24.2	21.7
Hire new or additional experts in knowledge management	14.6	19.1	20.7

n = 1170  
Source: Future of intelligence survey, IDC, August 2021

Developing data literacy is the top investment area for all roles and both centralized and decentralized organizations

## Which are the most important areas of investment in building Enterprise Intelligence in the next 12 months?

% of respondents

	IT	LOB	Data & Analytics	Mostly Centralized	Mostly Decentralized
Train internal talent on data literacy skills	32.2	34.7	31.8	32.8	34.2
Infuse more intelligence into applications	28.7	31.0	26.4	29.9	27.0
Change processes and culture to increase Enterprise Intelligence	24.8	29.8	30.5	29.1	25.0
Execute internal reorganization for EI	27.0	29.5	31.4	29.9	26.0
Invest in technology platform components	31.3	29.1	28.4	29.0	32.2
Hire new or additional experts in data science and AI/ML	30.9	24.8	28.6	28.0	27.9
Hire new or additional experts in data and content intelligence	26.9	24.7	29.8	28.2	22.1
Hire external professional services to build EI infrastructure	23.6	22.6	29.0	23.5	26.8
Hire new or additional experts in knowledge management	20.4	18.7	18.5	18.6	21.4
Seek acquisitions that would improve EI capabilities	25.9	17.4	18.9	21.8	18.8

n = 1170

Source: Future of intelligence survey, IDC, August 2021



Data literacy tops the list in APJ and is a close second in EMEA. Respondents in Americas were more focused on technology platform investments.

## Which are the most important areas of investment in building Enterprise Intelligence in the next 12 months?

% of respondents

	Americas	APJ	EMEA	Worldwide
Train internal talent on data literacy skills	29.4	39.4	29.1	33.1
Invest in technology platform components	37.4	22.0	29.6	29.8
Infuse more intelligence into applications	30.9	29.2	26.1	29.1
Execute internal reorganization for EI	30.2	30.1	24.8	28.9
Change processes and culture to increase Enterprise Intelligence	29.6	26.1	28.5	28.0
Hire new or additional experts in data science and AI/ML	22.7	35.5	24.4	27.9
Hire new or additional experts in data and content intelligence	24.7	29.7	24.7	26.6
Hire external professional services to build EI infrastructure	22.7	26.8	23.1	24.3
Seek acquisitions that would improve EI capabilities	22.4	18.1	23.4	21.0
Hire new or additional experts in knowledge management	20.3	19.2	17.7	19.3

n = 1170

Source: Future of intelligence survey, IDC, August 2021

Organizations that fully meet their enterprise intelligence funding needs have higher levels of data literacy

## How well does enterprise intelligence funding level meet your organization's needs?

Rate how well your organization does with proving high levels of data literacy? (Scale 1-10)	How well does enterprise intelligence funding level meet your needs?		
	Falls short	Partially meets need	Fully meets need
<b>Group 1: Lowest data literacy</b>	16%	8%	6%
<b>Group 2</b>	22%	27%	14%
<b>Group 3</b>	32%	43%	35%
<b>Group 4: Highest data literacy</b>	30%	23%	45%

How challenging is data literacy in your organization? (Scale 1-10)	How well does enterprise intelligence funding level meet your needs?		
	Falls short	Partially meets need	Fully meets need
<b>Group 1: Most Challenging</b>	48%	38%	28%
<b>Group 2</b>	15%	26%	17%
<b>Group 3</b>	16%	23%	26%
<b>Group 4: Least Challenging</b>	22%	13%	30%

Note:

**Group 1** => 1-4 on 10-point scale

**Group 2** => 5-6 on 10-point scale

**Group 3** => 7-8 on 10-point scale

**Group 4** => 9-10 on 10-point scale

n = 1170

Source: Future of intelligence survey, IDC, August 2021

# Related Research

- IDC #US48076221**  
IDC's Worldwide Future Enterprise Use Case Taxonomy, 2021: Future of Intelligence  
Aug 2021
- IDC #US48090921**  
Enterprise Intelligence Skills Build Digital Resiliency  
Jul 2021
- IDC #US48090921**  
How does Data Culture Drive Enterprise Intelligence  
Jun 2021
- IDC #US47730821**  
The Future of Intelligence for LifeSciences: Transcending Boundaries  
Jun 2021
- IDC #US4740201**  
Market Analysis Perspective: Business Analytics & Decisioning Software  
Sep 2021
- IDC #US47459121**  
IDC Market Glance: Future of Intelligence  
Feb 2021
- IDC #US48149521**  
Enterprise Intelligence: A journey towards digital resiliency  
Sep 2021



Chandana Gopal

Research Director

Future of Intelligence

[cgopal@idc.com](mailto:cgopal@idc.com)

[@chagopal](https://twitter.com/chagopal)

[www.linkedin.com/in/chandanagopal](https://www.linkedin.com/in/chandanagopal)

Dan Vesset

Group VP

Analytics & Information Management

[dvesset@idc.com](mailto:dvesset@idc.com)

[@DanVesset](https://twitter.com/DanVesset)

[www.linkedin.com/in/danvesset](https://www.linkedin.com/in/danvesset)



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# Appendix

# Methodology

## Survey Purpose

Learn about current/future strategy around enterprise intelligence which includes 1) an organization's capacity to learn combined with (2) its ability to synthesize the information it needs to learn and (3) to apply the resulting insights at scale (4) Data culture that allows all levels of employees to leverage investments in technology by empowering them with the skills and the mindset they need to be data driven.

## Sample Qualification

**Global:** 20 countries (Americas, Asia – Pacific, Europe, Africa)

Respondents: 1170

**All industries:** Minimum 100 respondents in industries (Financial Services, Insurance, Healthcare, Manufacturing, Utilities, Government, Life Sciences, Telecom, Retail, Other)

**Sr Level Titles:** Manager, Director (40%), VP, GM, EVP (40%), C-level (20%)

**Across roles:** IT (40%), Line of Business (40%), Center of Excellence for Data and Analytics (20)

## Survey Design

- 15-minute web-based survey conducted in January/February 2021

## Survey Topics

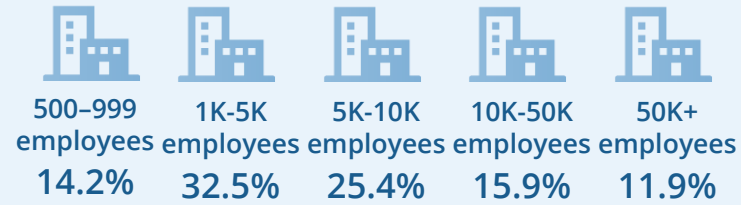
- Definition of Enterprise Intelligence
- Technology, Culture/Organization/ Budget & Funding related to Enterprise Intelligence
- Impact on Enterprise Intelligence Outcomes
- Business Outcomes related to Enterprise Intelligence
- Business Resiliency related to Enterprise Intelligence.

# Demographics N=1170

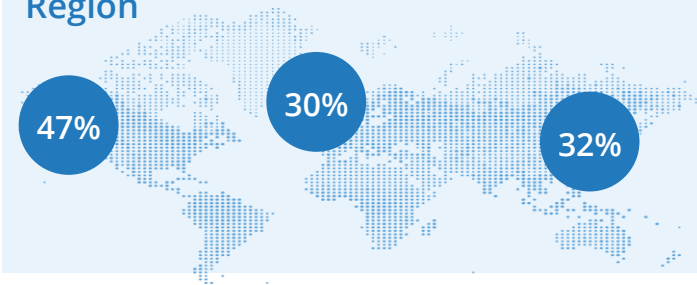
## Title



## Company Size



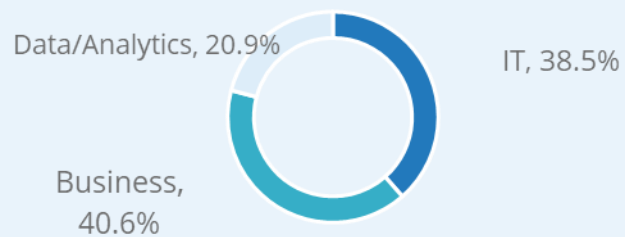
## Region



## Industry



## Role



## Countries

