

DATA 2021

2,000,000,000,000,000,000,000
BYTES OF DATA IS GENERATED EACH DAY

THAT'S TWO EXABYTES A DAY - A LOT OF DATA!
WE AT UNRAVEL DATA SURVEYED OVER 200 DATA
TEAMS TO IDENTIFY INTERESTING INSIGHTS.
WE'RE SHARING THEM IN THIS INFOGRAPHIC TO
HELP YOU ON YOUR JOURNEY TO BECOMING A
DATA-DRIVEN ORGANIZATION.

EVERY COMPANY IS A DATA COMPANY

TOP USE CASES



Operational Efficiency

McKinsey reported a **17%** reduction in healthcare costs by using data analytics to improve operations at hospitals. The reduction amounts to a whopping **\$493B!**



Banking & Finance

Banking sees the biggest adoption of data analytics. Citi uses modern data technology for smarter customer service, fraud detection, and customer analytics



Customer 360°

Using advanced analytics, American Express is able to predict customer churn up to four months in advance, giving them plenty of time to react



Cyber Security

84% of businesses that use data analytics to block cyber attacks report a decline in security breaches

MODERN DATA ANALYTICS IN THE CLOUD

Roughly **70%** of Unravel customers are in the process of migrating to the cloud



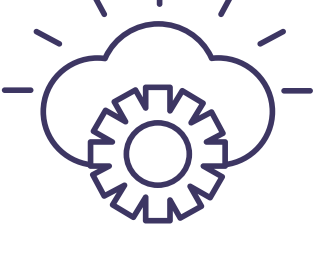
Nearly **50%** of cloud migration projects are stuck at the initial planning and assessment phase



45% of businesses worldwide are running at least one Big Data workload in the cloud



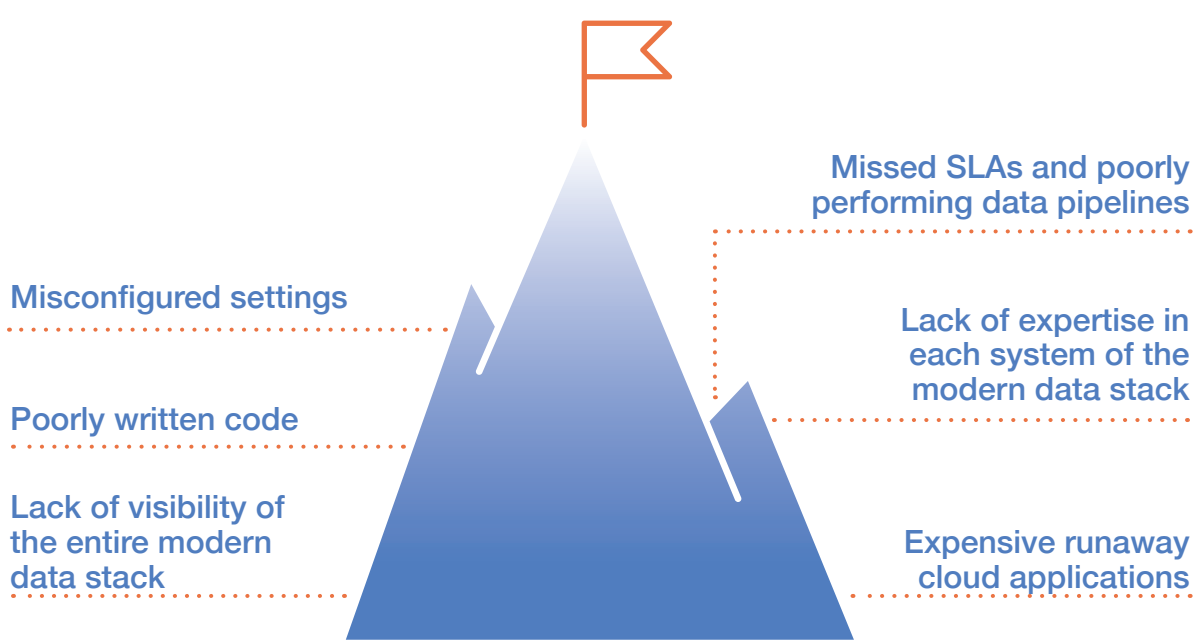
More than **50%** of data lakes will span multi-cloud and hybrid environments



'Cost-cutting' tops the list of the reasons why enterprises choose the cloud

TOP CHALLENGES WITH OPERATING A MODERN DATA STACK

Modern data stacks are typically made up of 10 or more technologies, including:



TOO MUCH DATA, NOT ENOUGH DATA EXPERTS



65% of Fortune **1000** companies now have a CDO, up from just **12%** in 2012, according to NewVantage Partners

Data scientist, AI specialist, and data engineer topped the 2020 Emerging Roles report from LinkedIn

- 74%** increase in AI specialist roles over the last 4 years
- 35%** increase over last year for data engineering roles, in industries from retail to automotive

THE NEED FOR DATAOPS

DataOps refers to the culture and rules of engagement that allows data teams to deliver on-time, high-quality data products in an agile and cost-effective way

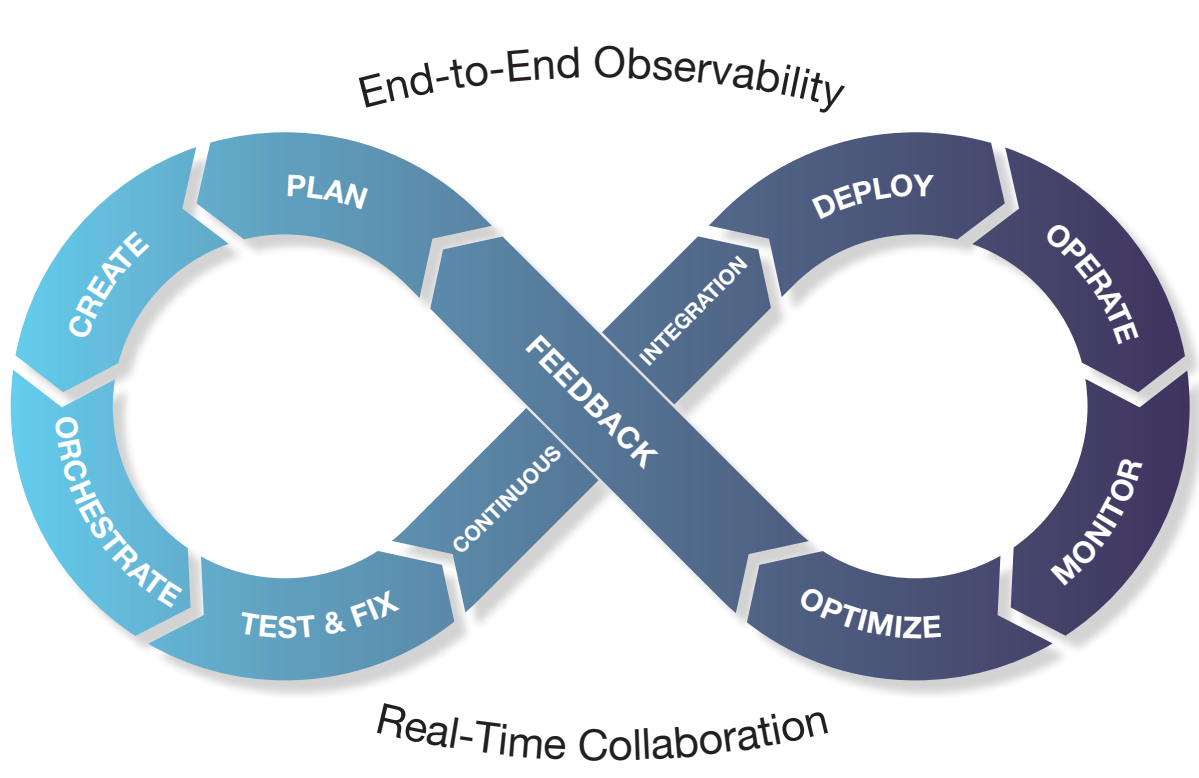
Nearly **33%** of data teams follow a DataOps practice in their organizations

50% of data teams depend on data engineers to troubleshoot data pipelines, while the other half depend on their admins

95% of data teams want automated DataOps to troubleshoot and optimize data pipelines

More than **45%** of data teams don't follow a standard process of testing and deploying data pipelines, from dev to QA to prod

THE DATAOPS LIFECYCLE



OPPORTUNITIES TO IMPROVE DATAOPS AND OVERALL EFFICIENCY

RESOURCE EFFICIENCY

75%

of cost overruns occur due to applications taking up too many resources

ISSUE RESOLUTION

90%

of issues can be resolved automatically, saving up to 20 hours per issue

POOR PRODUCTIVITY

70%

of data engineers' time is spent fire-fighting issues

GUARDRAILS

60%

of issues repeat daily and proactive guardrails can help prevent them

APP PERFORMANCE

90%

of applications are inefficient, with **30%** regularly missing SLAs; **45%** of applications aren't QA'ed before being promoted

STORAGE & CONFIG

80%

of data is cold/unused and **60%** of clusters are over-provisioned



Unravel radically simplify DataOps by providing full-stack observability and AI-enabled operations across the modern data stack, allowing data teams to run their data pipelines reliably and cost-effectively in all cloud environments.

To learn more and to get started for free visit unraveldata.com