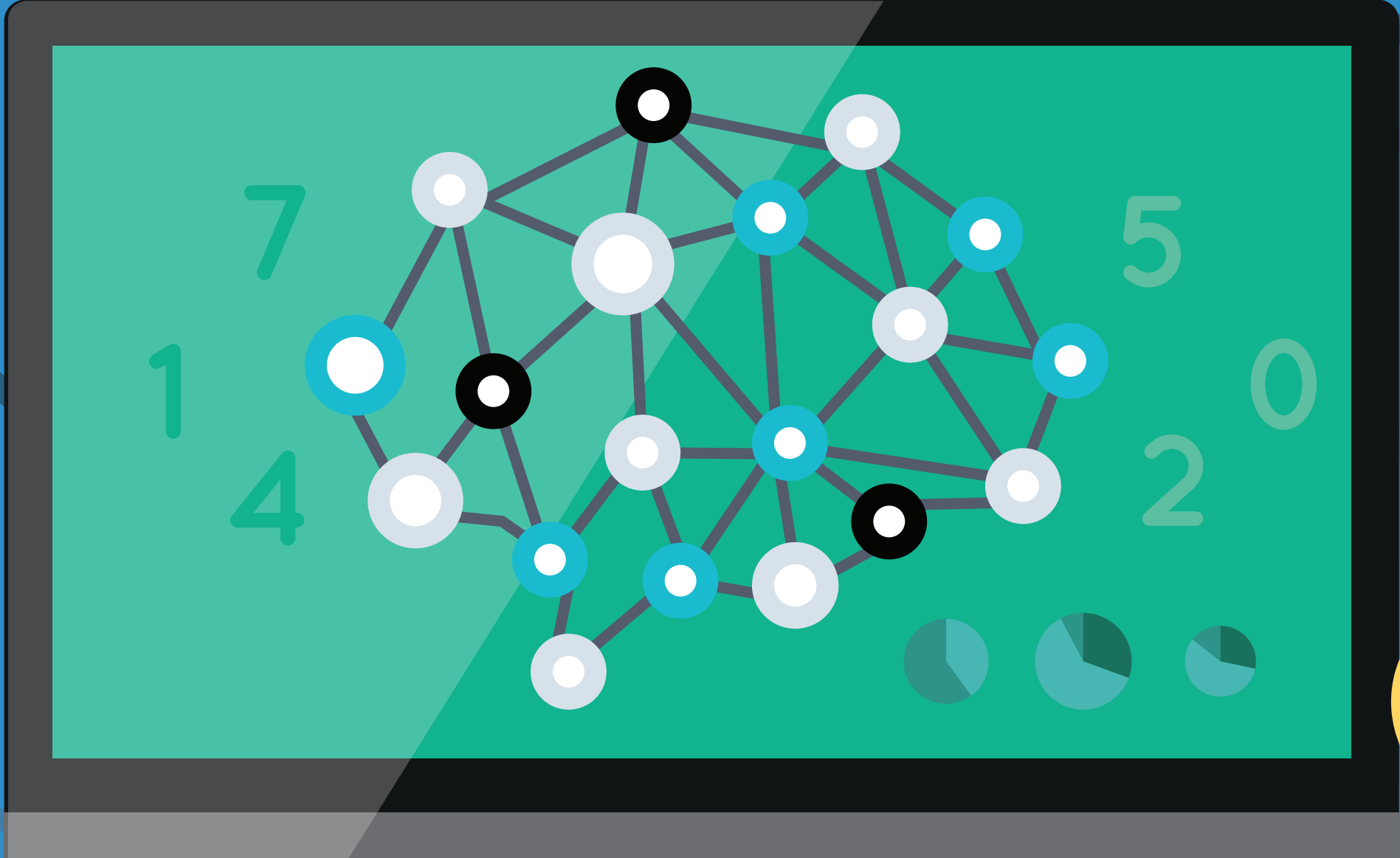


# How Trust Delivers

Value in Data, Analytics, and AI

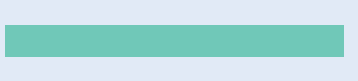


We surveyed more than 2,400 business executives and managers to learn how they are progressing on their data and analytics journey. We discovered that those with the most mature practices are doing more to build a strong, multi-dimensional foundation of trust.



9%

Use machine learning/AI insights. These leaders are most likely to build trust in data quality, safeguard data assets and privacy, and promote data-driven cultures.



## Moving up the ladder

Tap advanced analytics in setting strategic direction

15%

Use dashboards for tactical decisions

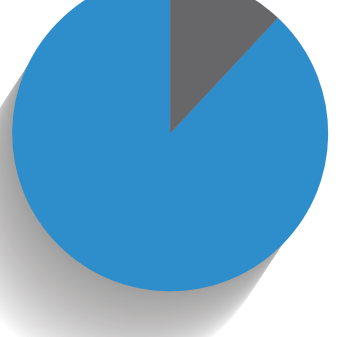
24%

Use business intelligence and visualization tools for strategic decisions

25%

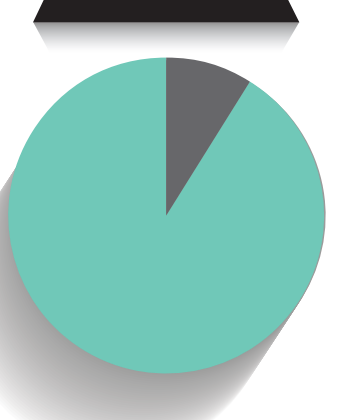
## Trust in data grows from commitment to data quality

12%



Always trust data is up-to-date

9%



Always trust data is accurate

6%



Always trust data is complete



Just 1 in 5 routinely monitor, manage, and improve data quality as part of a formal data governance effort.

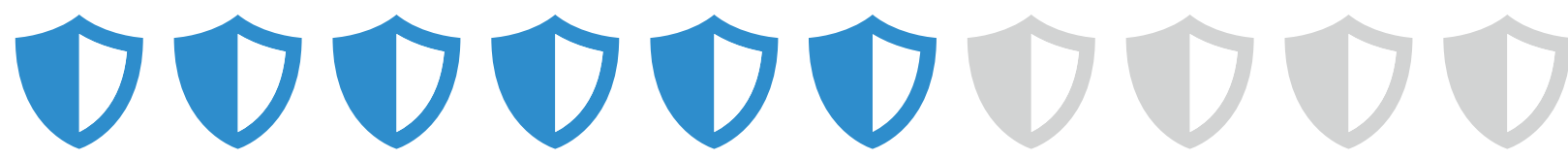
## Data quality takes leadership



People who work in organizations where there is a **chief data officer** or **chief analytics officer** are more likely to trust data, and more likely to report having the data they need to make decisions.

## Trust requires security

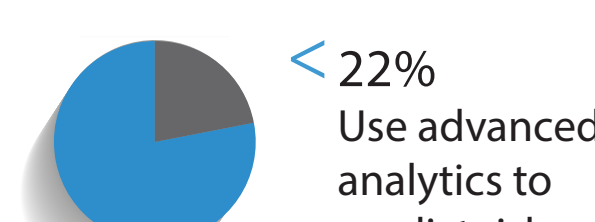
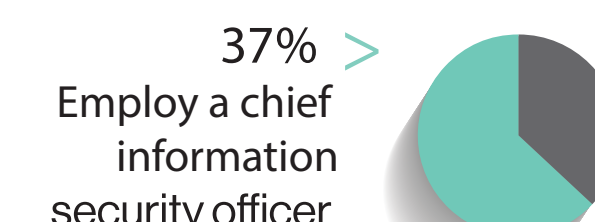
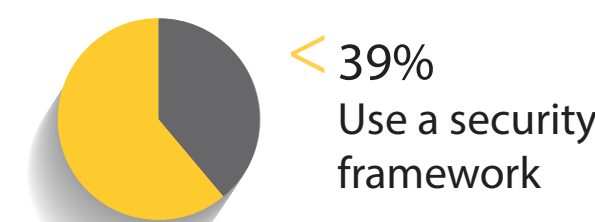
6 out of 10 organizations report good security practices, protecting data so their customers feel safe when they share information.



These organizations:

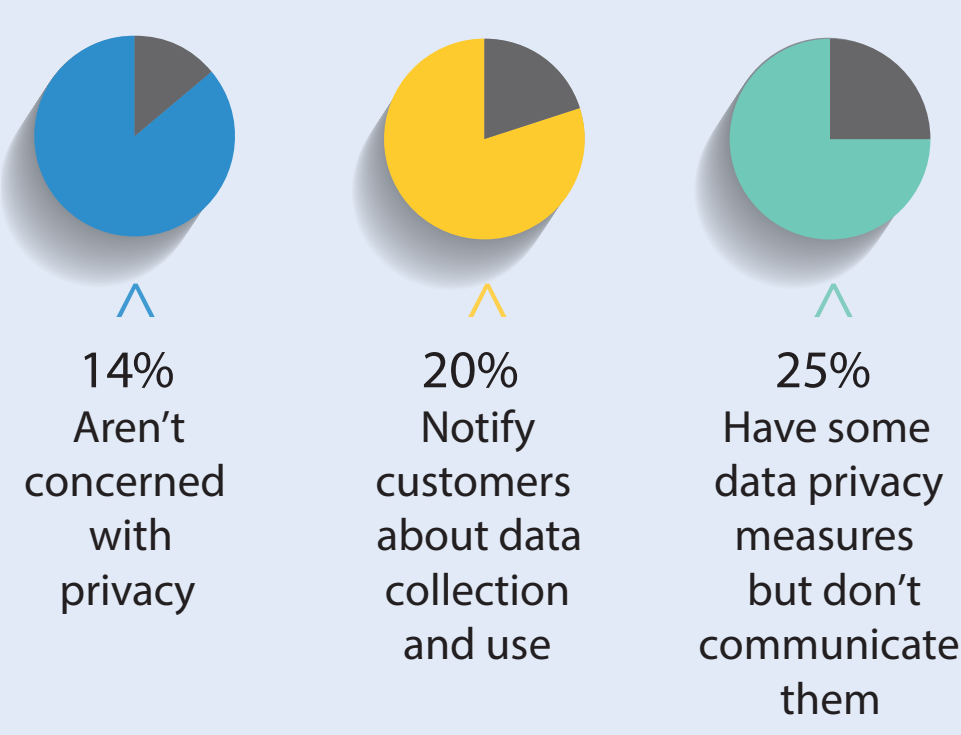
- 3 Have a data breach response plan
- 3 Track where sensitive data is stored
- 3 Know what sensitive data they collect
- 3 Train all employees on security risks

Some go further:

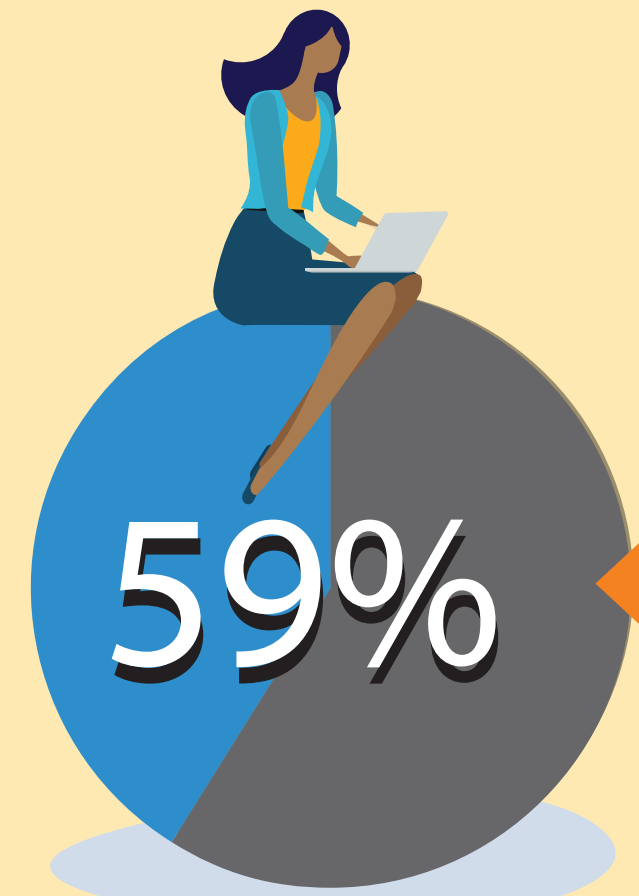


## Good privacy practices can deepen customer relationships

Just 4 in 10 businesses notify customers how their information is collected, used, and shared, and have internal controls over how employees use the data.



## Analytics leaders foster a culture of data and experimentation



**Leadership** sends the message that data drives decisions.

>> 59% Have company leaders who frequently seek data and analytics to support decisions



**Training** builds talent for a data-driven workforce.

>> 17% Currently make training in data and analytics widely available to employees

>> 16% Regularly assess workforce data literacy



**Collaboration** across functions builds a data-driven culture.

>> 21% Train or place analysts in operational areas

>> 17% Train line-of-business experts in analytics

For more on how to gain business value by building a foundation for trust in analytics, read the full research report:

[www.sas.com/research](http://www.sas.com/research)