

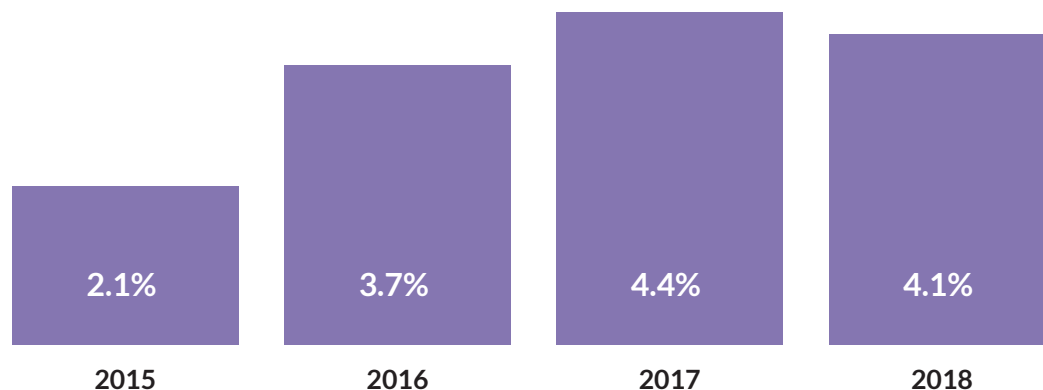
# HOT TOPICS IN THOUGHT LEADERSHIP: DATA & ANALYTICS



# DATA & ANALYTICS REMAINS A HIGH PRIORITY

Data & analytics is a high priority for clients: In our recent survey of senior executives, 83% told us that they are planning, or are already involved in, analytics initiatives<sup>1</sup>. Reflecting client priorities, data & analytics is a popular topic for thought leadership: Content related to this topic accounted for around 4% of all content throughout 2016, 2017, and early 2018.

Percentage of thought leadership relating to data & analytics



Note: Analysis carried out in March 2018 based on content available on the White Space database.



*Two or three years ago, there were a lot of people wondering if data would change their business life. Today it's no longer a question, but it's still just the beginning of many clients' journeys. They want to know how they can leverage data and at what pace.*

Marc Chemin, Capgemini Consulting

<sup>1</sup> Source Global Research survey of 199 senior executives in American corporations at the beginning of 2018. All references to client views are based on this recent survey. For more insights on the data & analytics consulting market, please see [LINK TO SPP REPORT](#)

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## UK AND EUROPE

Source Information Services Ltd

📍 20 Little Britain • London • EC1A 7DH

📞 +44 (0)20 3478 1207

✉ [info@sourceglobalresearch.com](mailto:info@sourceglobalresearch.com)

🌐 [www.sourceglobalresearch.com](http://www.sourceglobalresearch.com)

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