

# The of **BIG** Cost Data

Are your analytics costing you?

## \$ 9.7 Million

Average financial impact of poor data on businesses

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## Poor data makes an impact

And a big impact at that. You need to trust your data, and be confident the decisions you're making based on that data are the right decisions.

Businesses state their

# #1

## Challenge is Data

According to 1,700 companies surveyed

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## Build real confidence in your data

Start by fixing the problems that can undermine your analytics. Ask yourself these 4 simple questions:

**1** Is any data *missing*?

**2** Is any information *incorrect*?

**3** Is any information *misleading*?

**4** Are the numbers *misrepresented*?



"We're declining."

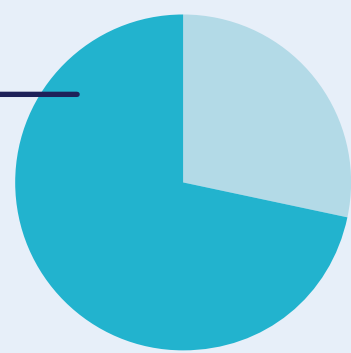


"Wait a second... we're actually increasing!"

## 74%

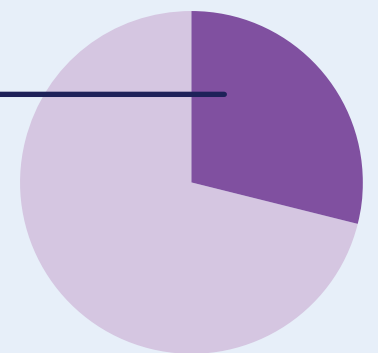
of firms want to be

**Data-driven**



## 29%

of firms successful at connecting insight to action



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## Taking action with analytics

Finding the right answer to your questions isn't the end of your journey— you need to take action. You need an analytics solution that has the "smarts" to help you determine: what is your plan, what happened, why it happened, and what will happen next, so you can be confident the business decisions you're making based on your data, are the right decisions.

[Click here to learn more](#)



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