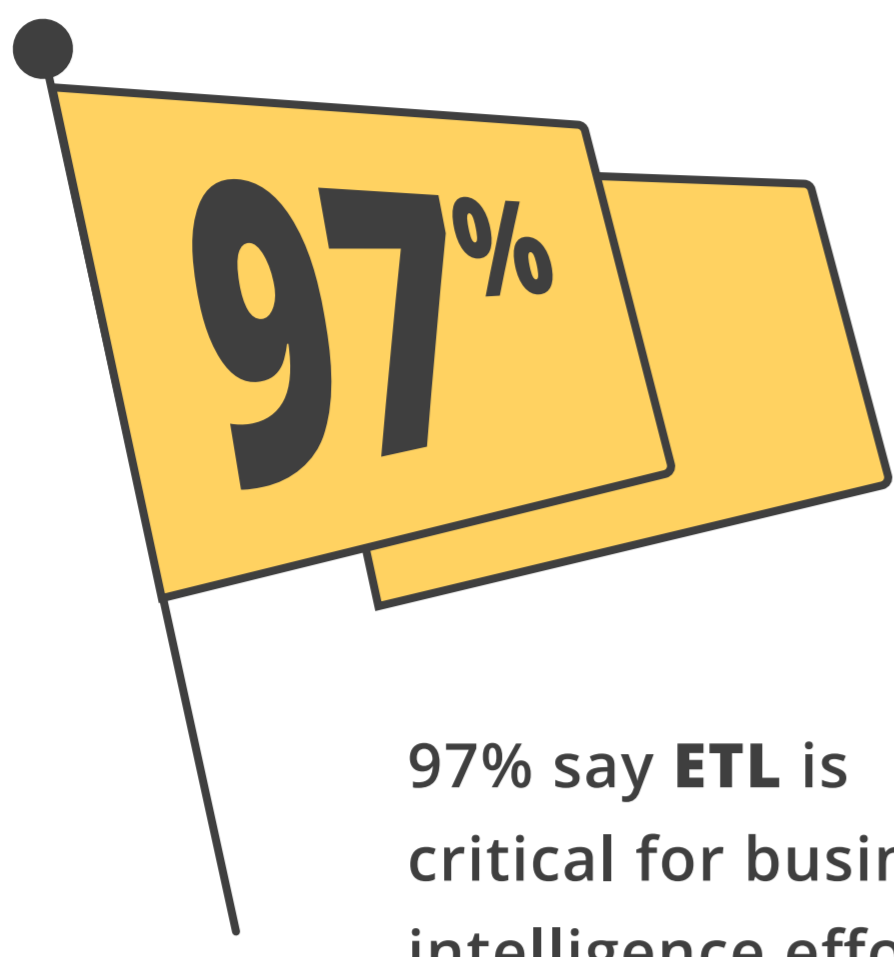


# Raw Data Cleaning is **Killing** BI

Up To **90%** of Time is Spent 'Cleaning' Data for Analytics.

## General Facts



97% say **ETL** is critical for business intelligence efforts



Over **30%** of Business Intelligence Professionals say they spend 50% - 90% of their time cleaning raw data.

**50-90%**

## Cloud vs. On-Premise

### BI PROFESSIONALS



**51%**

Currently leverage on-premise solutions

**49%**

Are already cloud-based

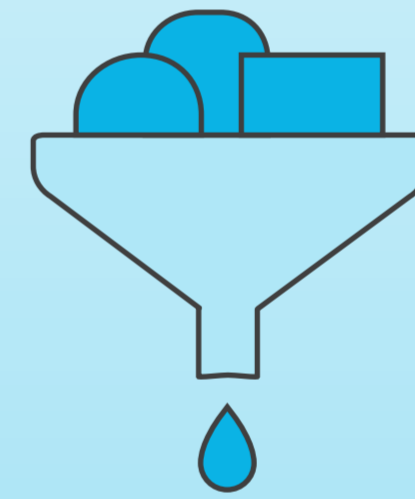
**51%**

Of those users "Strongly considering" moving all ETL processes to the cloud

## Data Preparation Challenges → Making Data "Analytics Ready"

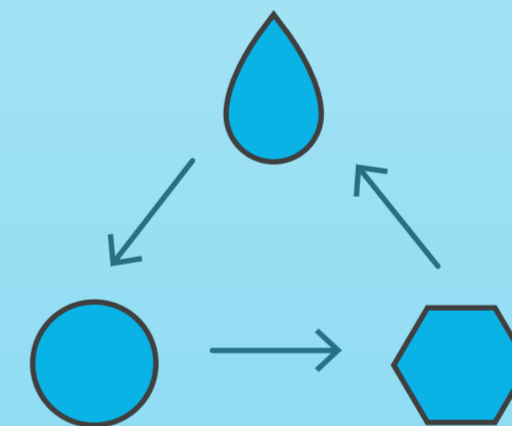
**55%**

**INTEGRATING DATA FROM DIFFERENT PLATFORMS.**



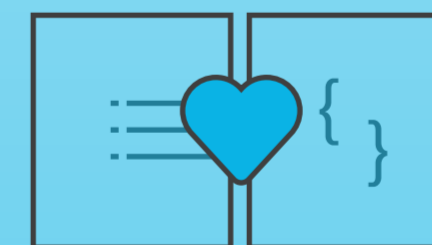
**39%**

**TRANSFORMING, CLEANSING AND FORMATTING INCOMING DATA.**



**32%**

**INTEGRATING RELATIONAL AND NON-RELATIONAL DATA.**



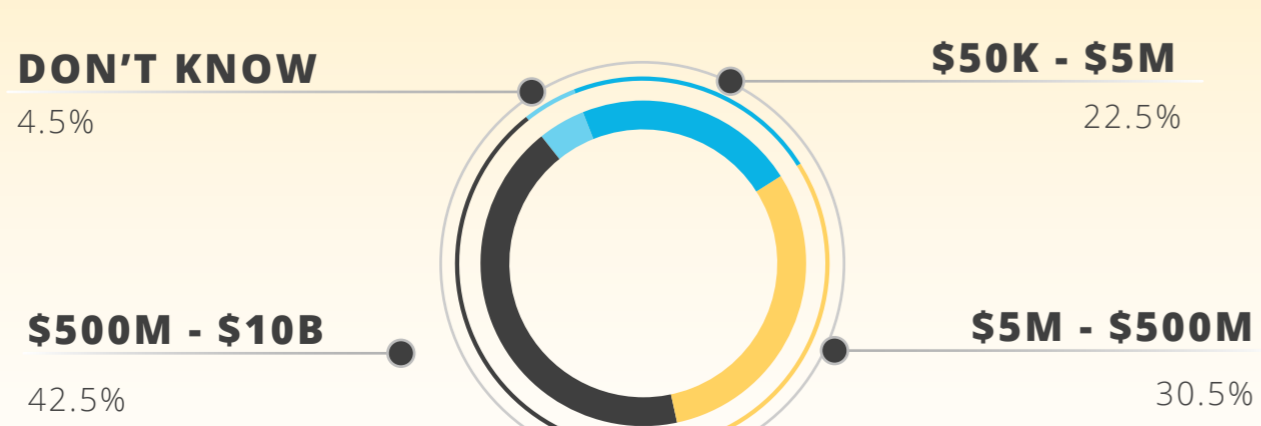
**21%**

**MANAGING THE SHEER VOLUME OF INCOMING DATA AT ANY GIVEN TIME.**



## SURVEY DEMOGRAPHICS (100% FULL-TIME EMPLOYEES)

### Annual Revenue



### Average number of company employees

