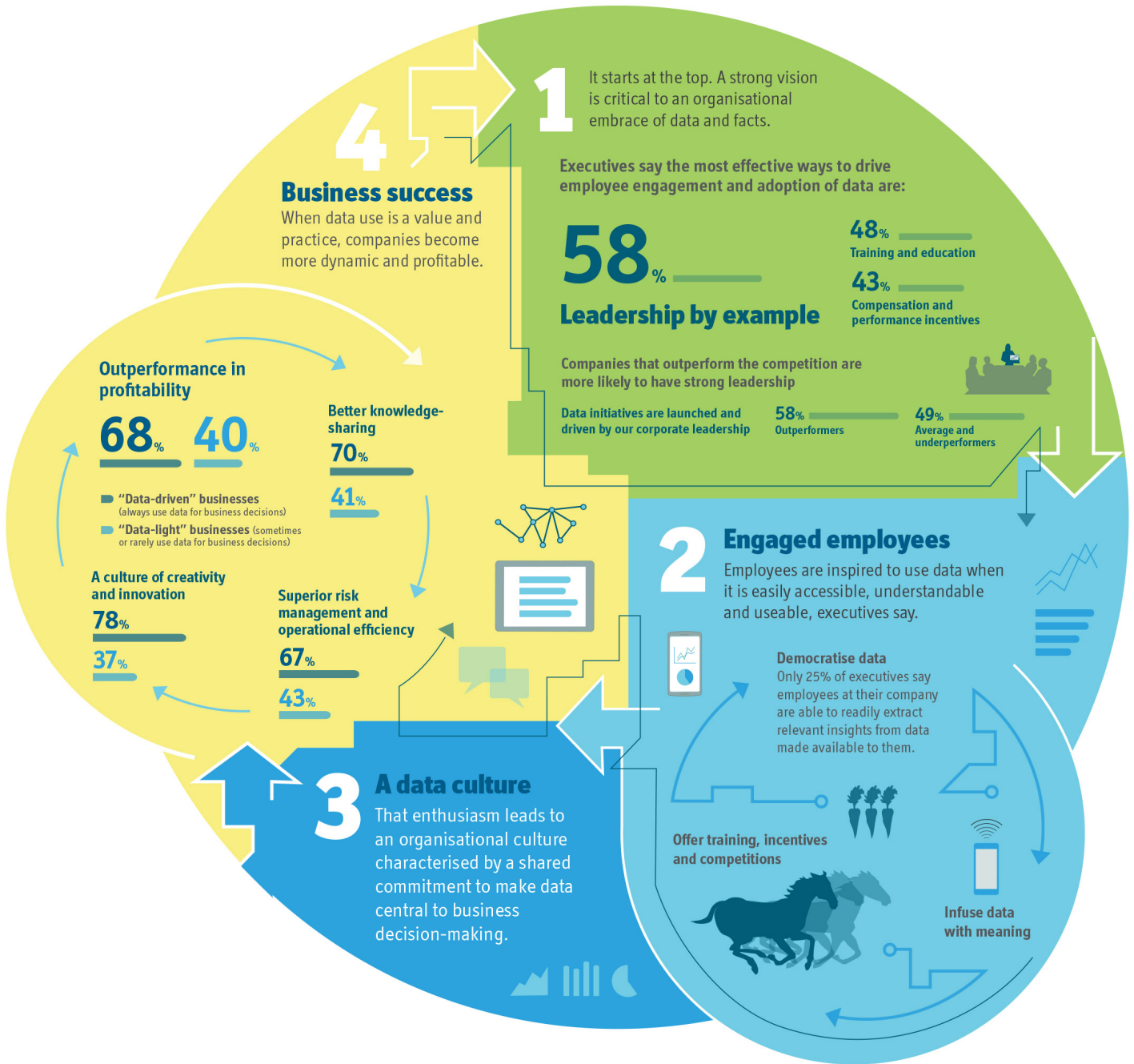


The virtuous circle of data

Data-driven organisations function differently, according to a global survey of 362 executives conducted by The Economist Intelligence Unit. The groundwork they lay ensures that employees understand the value of applying data to their work, use it effectively and keep coming back for more—in what becomes a self-reinforcing virtuous circle that supports strong financial performance.



SOURCE: Economist Intelligence Unit global survey of 362 executives, September and October 2014

To read the full report, visit virtuouscircleofdata.eiu.com

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