How Trust Delivers Value in Data, Analytics, and AI

Trust in data grows from commitment to data quality

- Always trust data is accurate
- Always trust data is complete
- More likely to trust data
- More likely to report having the data they need to make decisions

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.

Good privacy practices can deepen customer relationships

- More likely to notify customers how their information is collected, used, and shared
- Have internal controls over how employees use the data

Analytics leaders foster a culture of data and experimentation

- More likely to train or place analysts in operational areas
- More likely to train line-of-business experts in analytics

For more on how to gain business value by building a foundation of trust in analytics, read the full research report: sloanreview.mit.edu/analytics2019