The 2018 Data & Analytics Global Executive Study and Research Report by MIT Sloan Management Review finds that innovative, analytically mature organizations make use of data from multiple sources: customers, vendors, regulators, and even competitors. The report, based on MIT SMR’s eighth annual data and analytics global survey of more than 1,900 business executives, managers, and analytics professionals, explores companies leading the way with analytics and customer engagement.

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For more on the opportunity to engage customers using analytics, read the latest MIT Sloan Management Review Big Ideas report, “Using Analytics to Improve Customer Engagement.”

sloanreview.mit.edu/analytics2018

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Collecting and using data from various sources for richer insights

Sharing data with certain groups to increase influence

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