



“We’re drowning in data but starving for insights”

Having heaps of data is useless if you can’t make sense of it. BI solutions can sift through your data mountains to deliver actionable insights. From real-time dashboards to predictive analytics, BI turns your data into a strategic asset, helping you make informed decisions quickly.

Key data

Recent studies by Accenture found that between **60 and 73%** of all data generated by enterprises is never subjected to any form of analysis. (*Accenture, The Human Impact of Data Literacy*)

A survey of more than 1,000 sales organisations around the world found that **53%** of those that are high performing rate themselves as effective users of analytics. (*McKinsey, Unlocking the Power of Data in Sales*)

According to IBM, organisations benefit when they can fully assess operations and processes, understand their customers, gauge the market, and drive improvement. They need the right tools to aggregate business information from anywhere, analyse it, discover patterns and find solutions. (*IBM, What is Business Intelligence*)

Over the previous 11 years, the volume of data generated, captured, duplicated and consumed globally has increased about **5000%**. The main effect has been a large increase in data usage, which has increased from **1.2 trillion gigabytes to 59 trillion gigabytes**. (*CIO Bulletin*)

Industry use cases

Sales: Companies using Business Intelligence Services report a significant increase in sales revenue. According to a study by the Aberdeen Group, companies using analytics are 1.6 times more likely to see an increase in their revenue.

Human Resources: Business Intelligence Services can enhance employee productivity by 24%. By providing insights into workforce analytics, companies can make more informed decisions regarding employee performance, satisfaction, and retention.

Healthcare: The healthcare industry has seen a 37% reduction in patient care costs by utilising Business Intelligence Services. By analysing patient data, healthcare providers can offer more personalised and efficient care, leading to improved patient outcomes.

Retail: The retail industry reports a 48% improvement in inventory management with the use of Business Intelligence Services. Accurate data analytics allow retailers to better forecast demand, manage inventory levels, and reduce carrying costs, leading to increased profitability and customer satisfaction.

How understanding sales data can help to develop more warm leads:

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Conclusion:

Understanding sales data is essential for developing a successful sales strategy. By identifying the characteristics of successful leads, sales teams can focus their efforts on developing those relationships. This can lead to a higher conversion rate and a shorter sales cycle.