



## **Analytics innovators**

say their enterprises have embedded data and advanced analytics fully into company processes.

## **Advanced adopters**

say they have made analytics insights available to 'early adopters' in their companies via self-service tools and have started scaling AI systems across their enterprises.

## **Partial adopters**

say they are developing analytics solutions on a 'use case' basis and are starting to automate processes with AI.

## **Data beginners**

work at enterprises which have yet to put their core data governance framework in place and depend on analytics infrastructure that is largely siloed and on-premises.

Source: Genpact and Corinium, *Data-driven business transformation*