

Companies generate around **2,000,000,000,000,000,000** bytes of data a day

This data will be worth around \$77 billion by 2023, and it's barely the beginning. Despite this massive amount of data creation, only 26% of companies say they've achieved a data-driven culture.

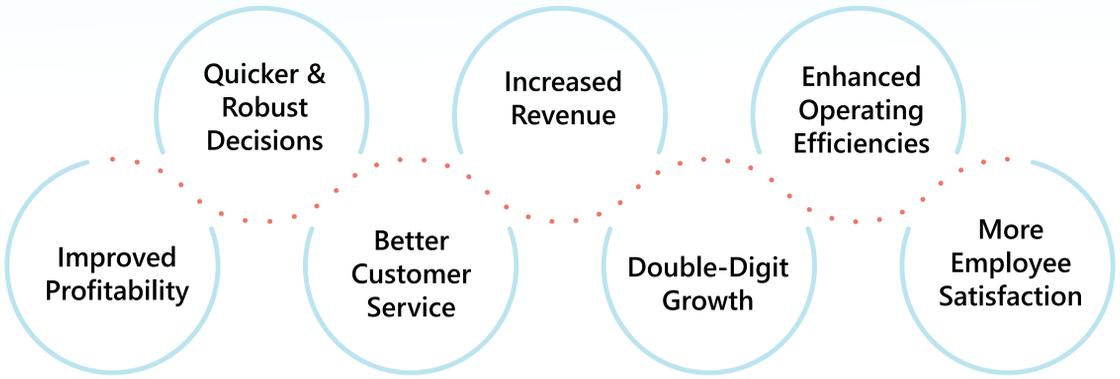
- (IT Chronicles)¹



Why Data Culture is important?

"Without data, you're just another person with an opinion."

- W. Edwards Deming



Benefits of implementing Data Analytics

"You can have data without information, but you cannot have information without data."

- Daniel Keys Moran.

01

Data-Driven Companies Are **23 Times More Likely To Acquire Customers** - (Mckinsey)²

02

Big Data Initiative Includes Better Strategic Decision-Making (**69%**), Improved Control Of Operational Processes (**54%**), And Improved Understanding Of Customers (**52%**) (BARC)³

03

Companies Embracing Big Data Could Increase Operating Margins By **60%** (Mckinsey)⁴

04

A **10% Increase In Data Visibility** Could Result In **\$65 Million In Additional Income** (Forrester)⁵

Industry Wise Big Data Adoption

- Banking:** Big Data analytics market in banking could rise to **\$655.53 billion** by 2029. (Fortune Business Insight)⁶
- Healthcare:** Big Data analytics for the healthcare industry could reach **\$79.23 billion** by 2028 (Vantage Market Research)⁷
- Travel:** **68%** of travel brands plan on investing in predictive analytics or business intelligence (Statista)⁸
- Manufacturing:** **72%** of manufacturers rely on advanced data to improve productivity (BCG)⁹
- Education:** Around **1,400 universities** use predictive analytics to address low graduation rates (Hechinger Report)¹⁰
- Supply Chain Management:** Big Data could surpass **\$7.1 billion** globally by 2027 (Research & Markets)¹¹

Big Data is getting BIGGER every day!

01

94% Of Enterprises Say Data Is Essential To Business Growth - (Microstrategy)¹²

02

36% Of Companies Rate Big Data As Crucial To Business Operations - (Dresner)¹³

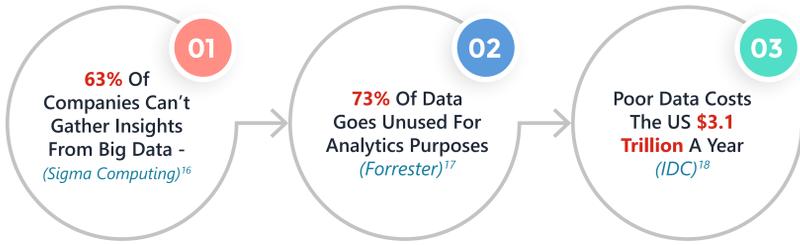
03

97.2% Of Organizations Are Now Investing In AI And Big Data - (New Vantage Partners)¹⁴

04

79% Of Companies Feel Failure To Use Big Data Will Cause Bankruptcy - (Accenture)¹⁵

Yet so much potential is wasted!



Capture full potential with iLink Digital

With so much structure and unstructured data available, it can be rather daunting to know where to begin with. iLink Digital help you understand the core of your data and overcome business challenges. We help you enhance, scale and optimize existing frameworks to gain a competitive edge.

Get more value from your data. [Talk to our experts.](#)

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