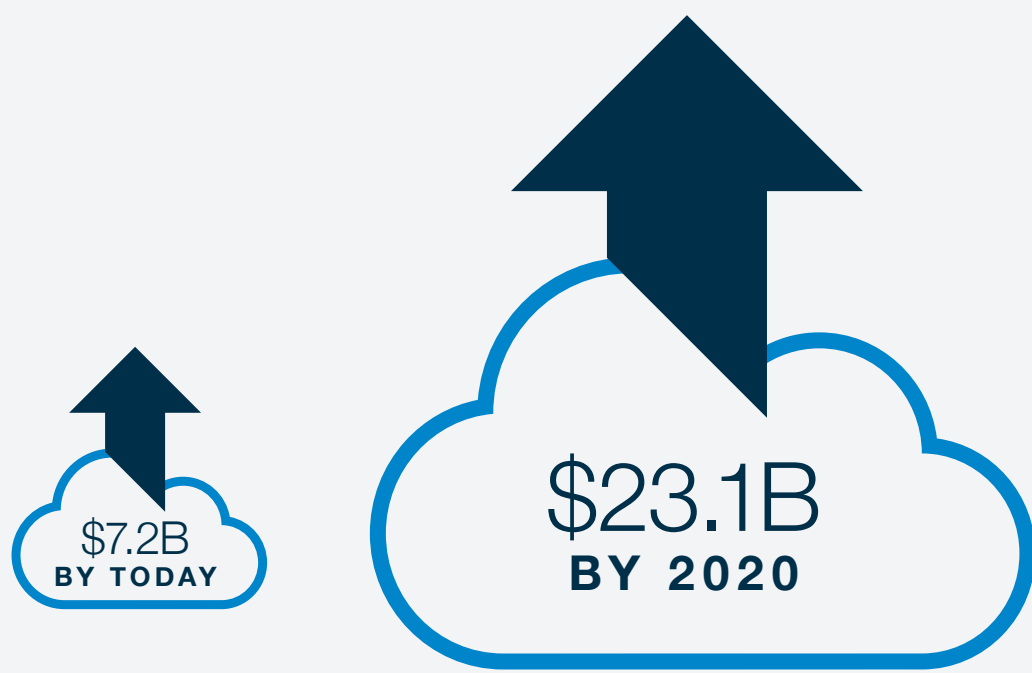**Datameer®**
stay curious

Cloud Analytics Hitting Its Stride

With big data analytics in the cloud, organizations gain the agility and flexibility they need to get insights faster as business executives are empowered to take control of their own analytic destiny.
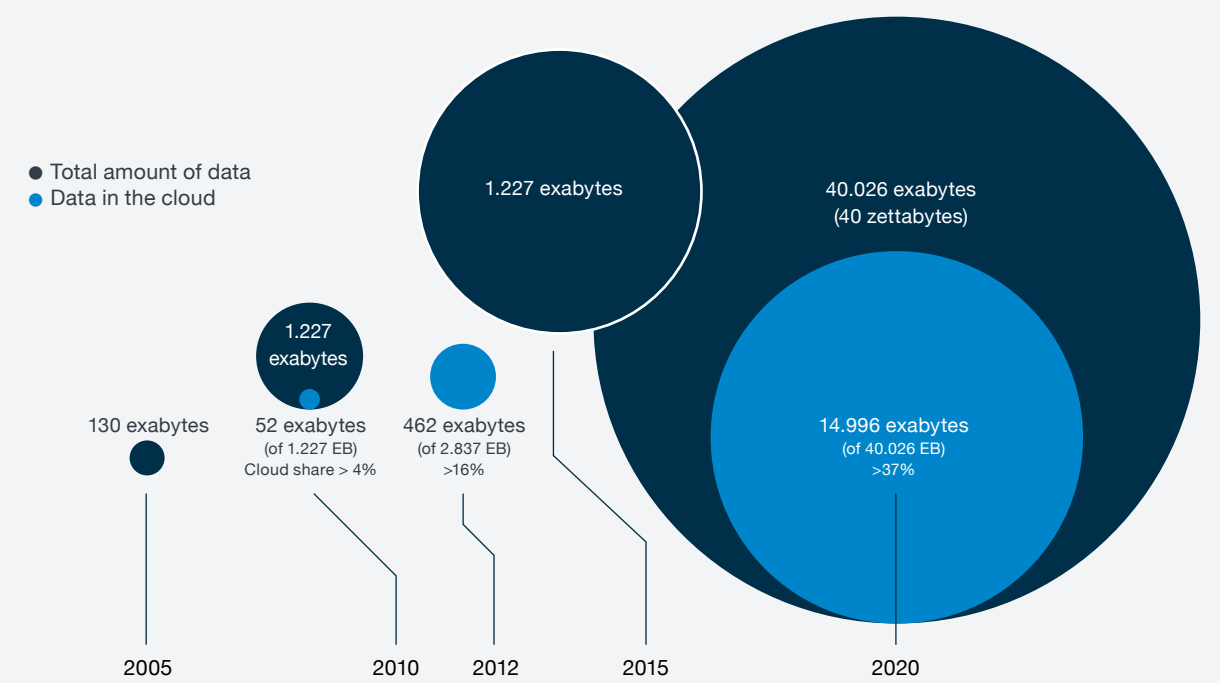
Cloud Analytics Market

The cloud analytics market is forecasted to grow **25.1%** annually, reaching **$23.1B** globally by 2020.
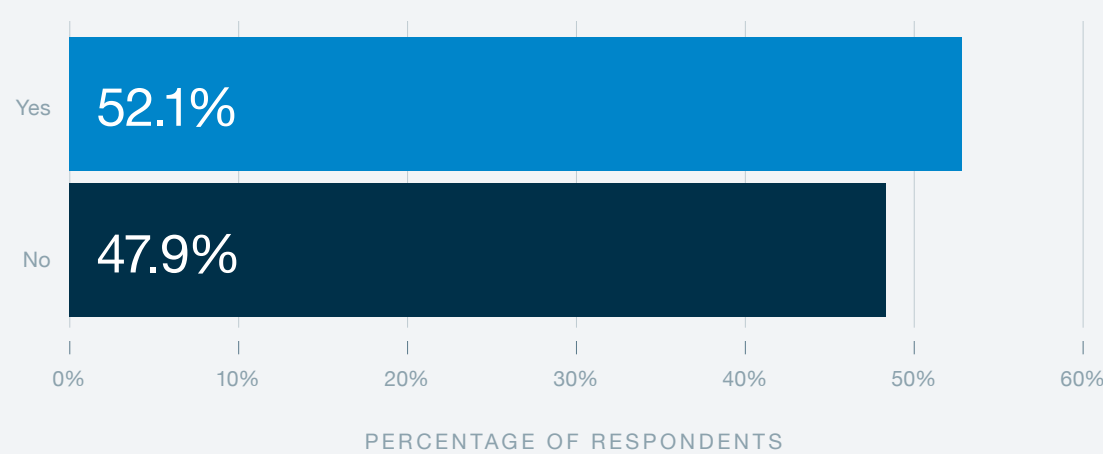
$7.2B
BY TODAY

$23.1B
BY 2020

More Data Headed to the Cloud

As more data is moved to the cloud, we'll see more services and applications built in the cloud to accommodate this shift.
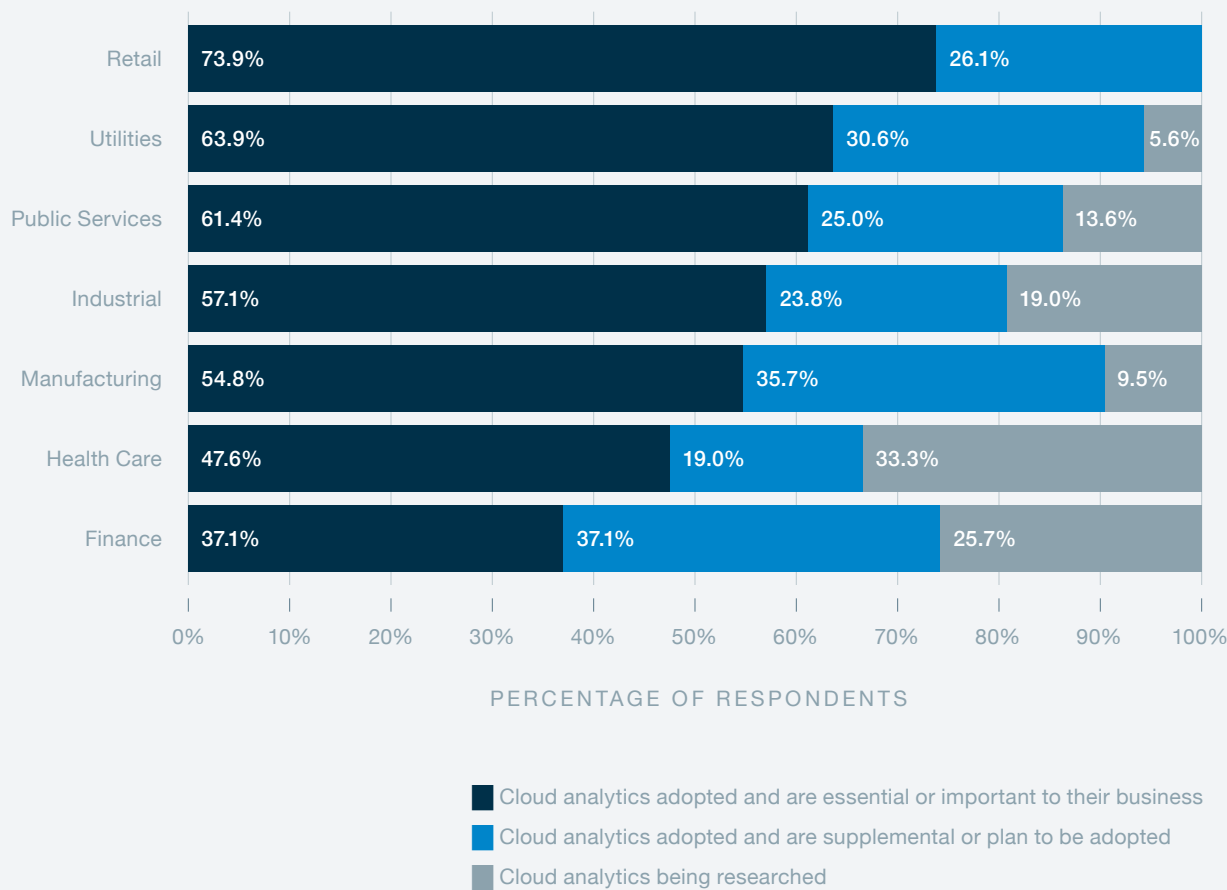
- Total amount of data
- Data in the cloud

1.227 exabytes

40.026 exabytes
(40 zettabytes)

1.227 exabytes

52 exabytes
(of 1.227 EB)
Cloud share > 4%

462 exabytes
(of 2.837 EB)
>16%

14.996 exabytes
(of 40.026 EB)
>37%

130 exabytes

2005   2010   2012   2015   2020

Purchasing Power is Shifting to Line of Business

52% of cloud analytics adopters said "Yes" when asked if they are funding their projects from outside their formal IT budgets.

Yes	52.1%
No	47.9%

0%   10%   20%   30%   40%   50%   60%

PERCENTAGE OF RESPONDENTS

Types of Analysis in the Cloud

Organizations are using the cloud for more advanced analysis such as predictive, text and social media analytics, along with machine learning and the Internet of Things (IoT).

Predictive analytics	74.3%
Business reporting/ intelligence	73.9%
Analysis of text data	60.9%
Machine learning	57.0%
Hypothesis testing	46.1%
Analysis of sensor/ machine logs	42.6%
Social network analysis	41.7%
(Other) network analysis	33.0%
Other	17.0%

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%

SHARE OF RESPONDENTS (T=230)

Retail is Leading the Way

The retail industry is the most "cloud analytics savvy" with almost **74%** already adopting cloud analytics.

	Essential/important	Supplemental/plan	Researched
Retail	73.9%	26.1%	
Utilities	63.9%	30.6%	5.6%
Public Services	61.4%	25.0%	13.6%
Industrial	57.1%	23.8%	19.0%
Manufacturing	54.8%	35.7%	9.5%
Health Care	47.6%	19.0%	33.3%
Finance	37.1%	37.1%	25.7%

0%   10%   20%   30%   40%   50%   60%   70%   80%   90%   100%

PERCENTAGE OF RESPONDENTS

- Cloud analytics adopted and are essential or important to their business
- Cloud analytics adopted and are supplemental or plan to be adopted
- Cloud analytics being researched

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