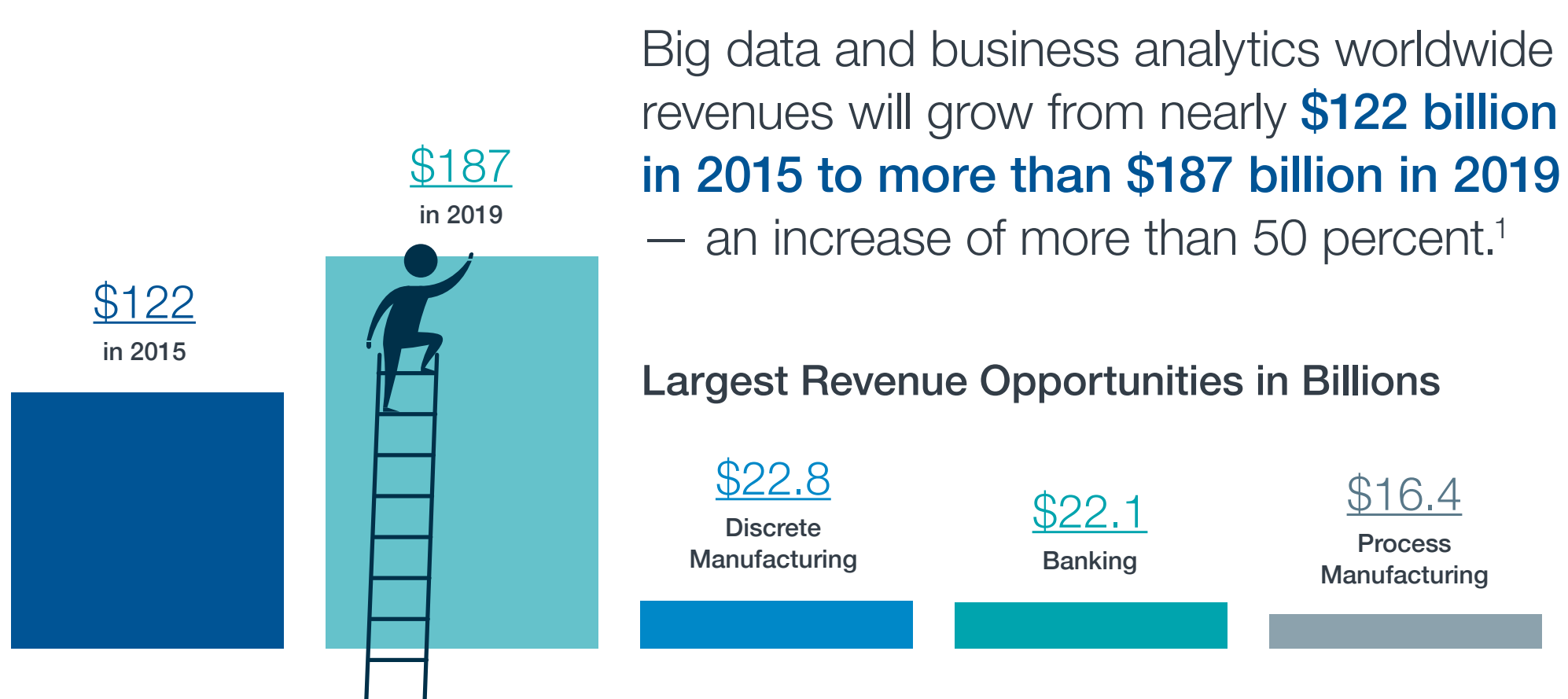
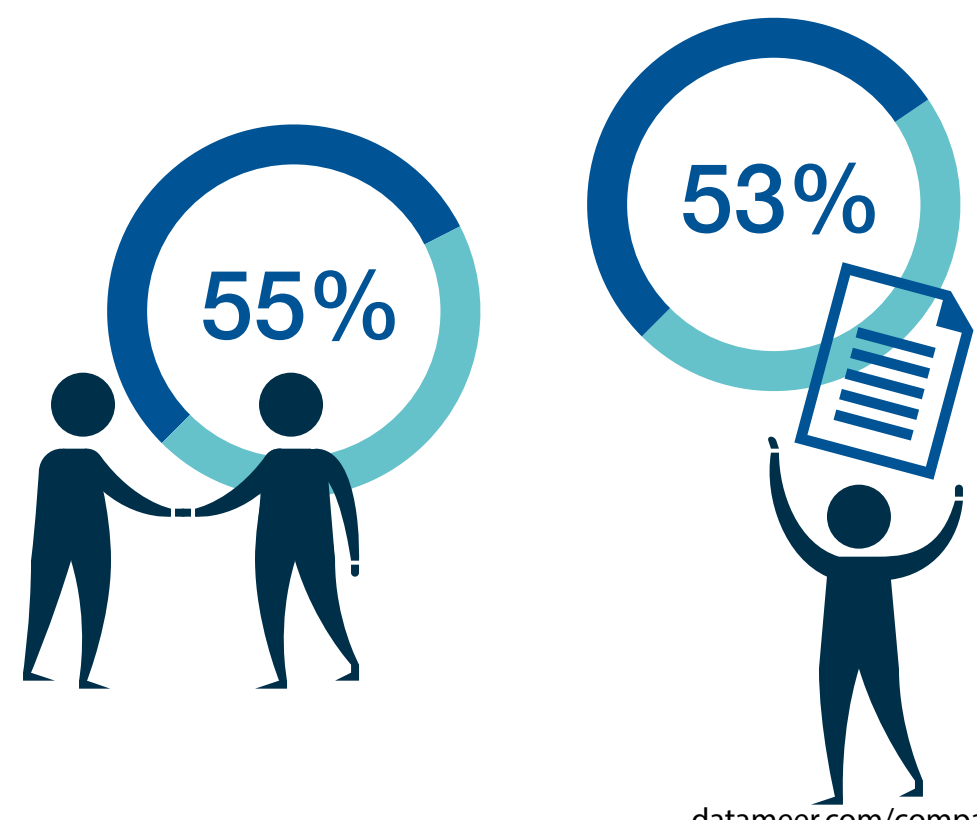


# A Big Market for Big Data

The big question for big data is — what does the future look like? We've gathered top predictions to help you see where the data market is heading.



The top two business goals driving investments in data-driven initiatives are **improving customer relationships** (55 percent) and **making the business more data focused** (53 percent).<sup>2</sup>

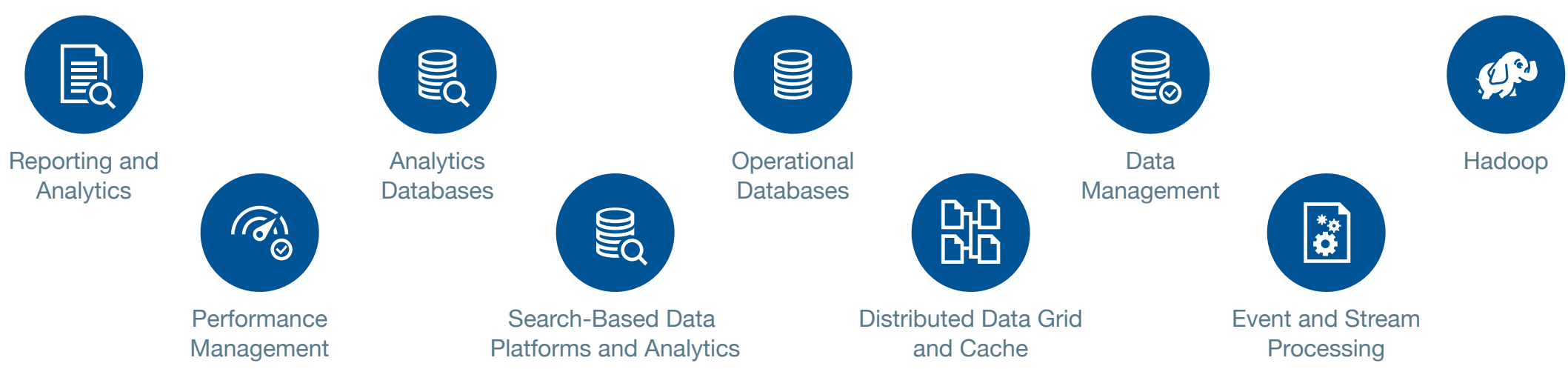


Through 2020, spending on cloud-based big data and analytics technology will **grow 4.5 times faster** than spending for on-premises solutions.<sup>4</sup>



The total data market is expected to **nearly double in size by 2020**.<sup>6</sup>

**Popular market segments include:**



Big data investments continue to rise but are slowing down. Of the major industries, 29 percent of healthcare, 21 percent of retail, 18 percent of services and 17 percent of education segments have **fully deployed big data solutions**.<sup>7</sup>

By 2020, predictive and prescriptive analytics will attract **40 percent of enterprises'** net new investment in business intelligence and analytics. But only 50 percent of chief analytics officers will have successfully created a narrative that links financial objectives to business intelligence and analytics initiatives and investments.<sup>8</sup>



1) Worldwide Big Data and Business Analytics Revenues Forecast to Reach \$187 Billion in 2019, According to IDC.  
2) IDG Enterprise 2016 Data & Analytics Research, July 5, 2016.  
3) IDG Enterprise 2016 Data & Analytics Research, July 5, 2016.  
4) IDC's FutureScape: Worldwide Big Data and Analytics 2016 Predictions  
5) Hadoop Market – Global Industry Analysis, Size, Share, Growth, Trends and Forecast 2015 – 2023; Transparency Market Research, March 28, 2016.  
6) Total Data market expected to reach \$132bn by 2020; 451 Research, June 14, 2016.  
7) Gartner, Big Data Industry Insights, 2015.  
8) Gartner, 100 Data and Analytics Predictions Through 2020, 24 March 2016.