10 SIGNS YOU ARE SITTING ON A PILE OF **DATA DEBT**

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While becoming data-driven can provide a multitude of benefits for businesses, many still struggle to leverage data to achieve a competitive advantage.

Business leaders often underestimate the level of data debt within their company and do not realize it drags down benefits of not only data initiatives but also daily business operations.
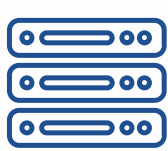
We surveyed more than 1,100 people across the globe to determine telltale signs of sitting on a pile of data debt and here's what we came up with.

1

Data debt is a problem for **78%** of organizations.

2

66% say a backlog of data is impacting new data management initiatives.

3

say individuals within the business do not trust data insights. **40%**

4

59% say it is difficult to start with tackling data debt.

5

35% say they're not able to see ROI of data management initiatives.

6 **7**

Where data debt is a problem...

Only
24%
already have a strategy in place to address this.

Although
64%
say they plan to address it.

8

51% consider the current state of their CRM/ERP data to be clean and are able to fully leverage it.

10

30% are unable to become data-driven.

9

33% are not able to get value from a new system or technology investment.

Without the foundation of data quality standards, checks, and processes to manage how data is captured, maintained, and leveraged, data debt will continue to accrue and compound daily, resulting in risky, inaccurate, and incomplete data.

Want to have a more complete understanding of the data debt issue?

Read the full report to learn about what you need to become data-driven and steps you can take to address data debt.

Benchmark report
experian.
2020 Global data management research
The data-driven organization, a transformation in progress

Get started