2021 Top data quality trends

This year businesses faced the storm of the pandemic and are now bracing for the impact of an unknown market.

Although it's still an unpredictable environment, businesses know one thing: Data will help them better weather the next crisis.

Our latest 2021 Data management research report finds that data quality is trending.

More demand for data —and delivering

84% of respondents say there has been **more demand for data insights** in their organizations with COVID-19.

But first, data quality

Data for good

86% of organizations say they are interested in the concept of **'data for good.'**

This allows organizations to come together in a variety of ways like, **leveraging data talent and delivering public safety products** like contact tracing and vaccinations.

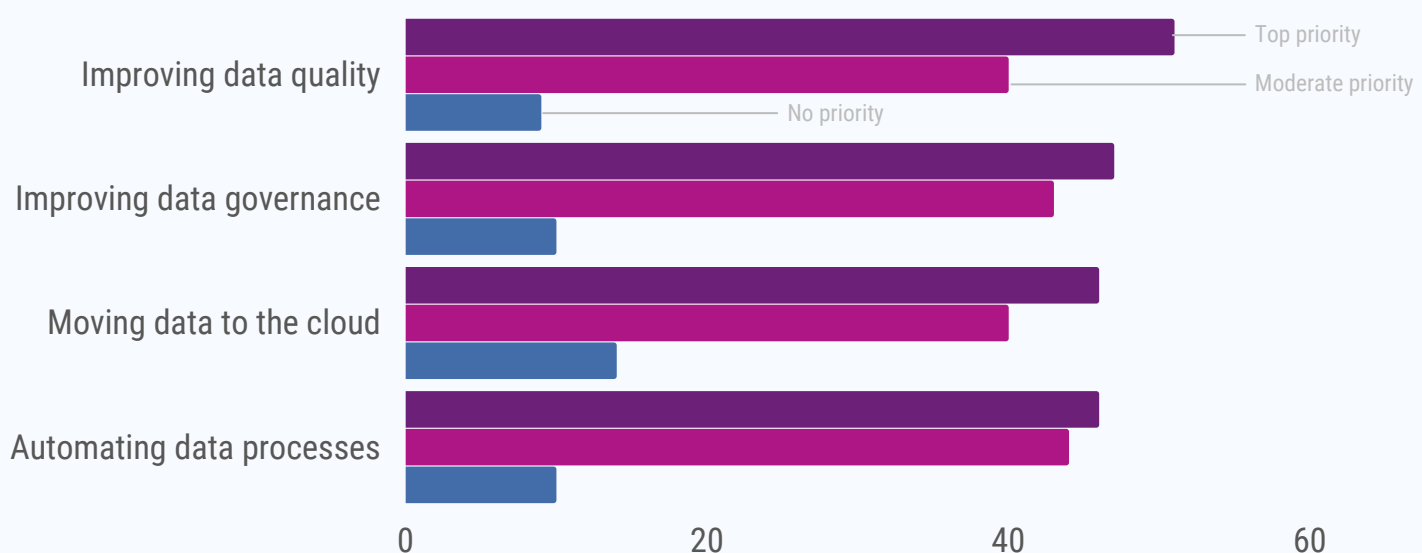## Investing data skills & talent

85% of organizations are **hiring data roles** in the next six months like data analysts, **data quality analysts**, data engineers, and so on.

Digital acceleration

72% of business leaders say an **acceleration to digital transformation** has made their business **more reliant on data and data insights.**

How businesses are prioritizing data management initiatives

Improving data quality — Top priority / Moderate priority / No priority

Improving data governance

Moving data to the cloud

Automating data processes

(chart axis: 0, 20, 40, 60)

Data quality has proven itself as a foundational element to business growth, especially during an economic storm.

Our 2021 Data management research report surveyed 700 business leaders across the globe on how the rapid change in a pandemic has impacted data perception and usage. Get more data insights by reading our report today!

Read the research

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