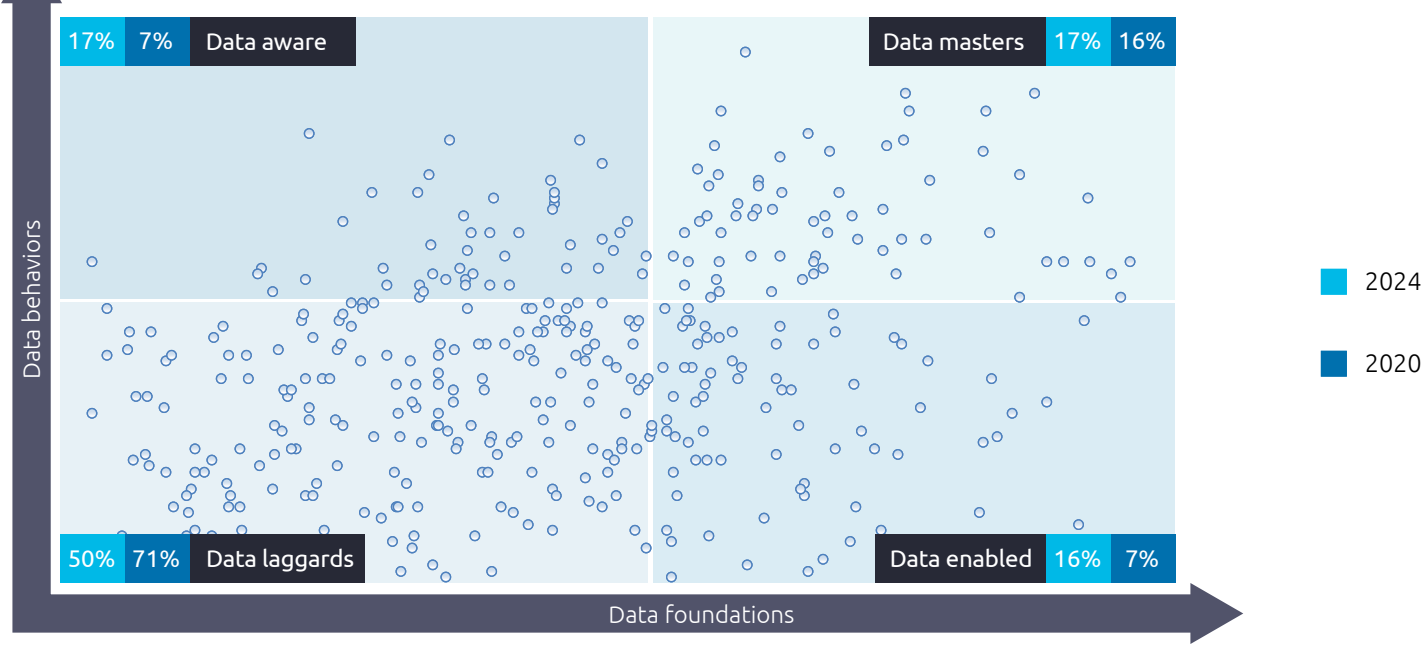


# Data-powered enterprises: *The path to data mastery*

## How have organizations progressed on their data mastery journeys?

Organizations have evolved on the data mastery front with share of laggards falling from 71% to 50% since 2020



Source: Cappgemini Research Institute, Data-powered enterprises survey, April 2024, N = 500 organizations represented by 500 data executives and 500 business executives; Cappgemini Research Institute, Data-powered enterprises survey, August 2020, N=1,004 organizations.

Note: The numbers may not add to exact 100% due to rounding off.

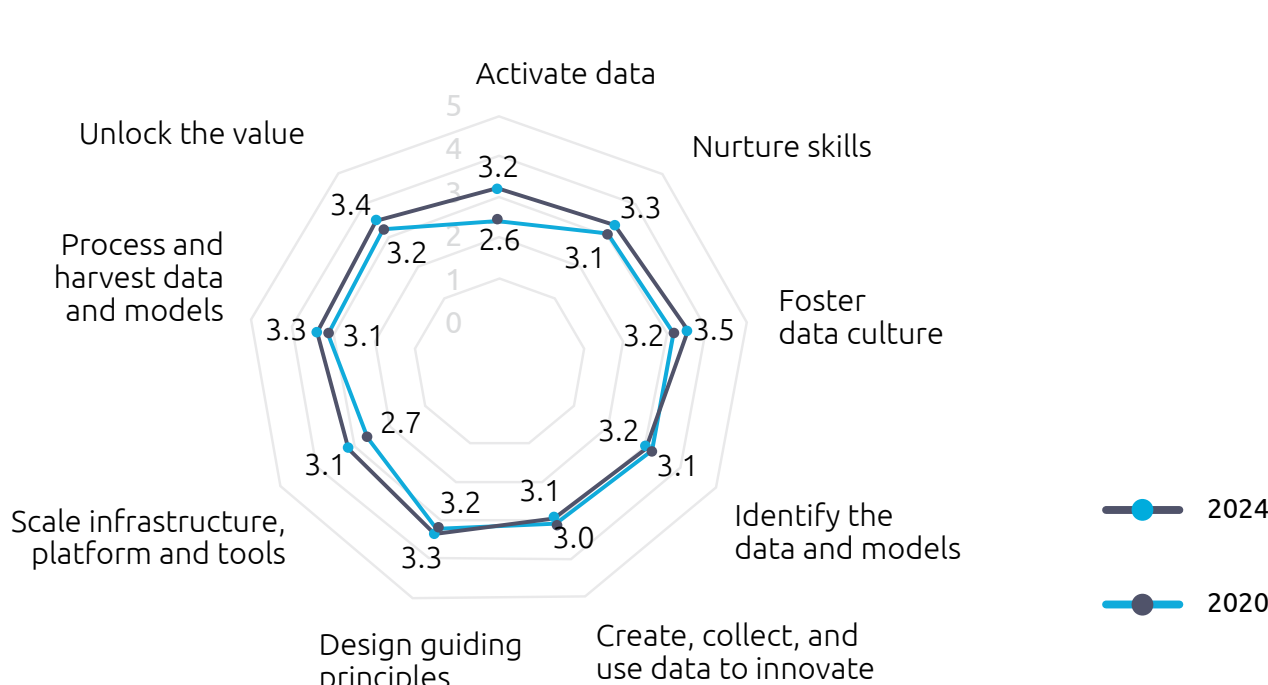
**50%** of organizations in 2024 fall under 'data laggards' vs. 71% in 2020

**33%** of organizations lead in one dimension but not the other vs. 14% in 2020

**17%** of organizations fall under data masters category, vs.16% in 2020

## Organizations have improved on activating data for decision-making and unlocking value by monetization

Average score across nine dimensions



Source: Cappgemini Research Institute, Data-powered enterprises survey, April 2024, N = 500 organizations represented by 500 data executives and 500 business executives; Cappgemini Research Institute, Data-powered enterprises survey, August 2020, N=1,004 organizations.

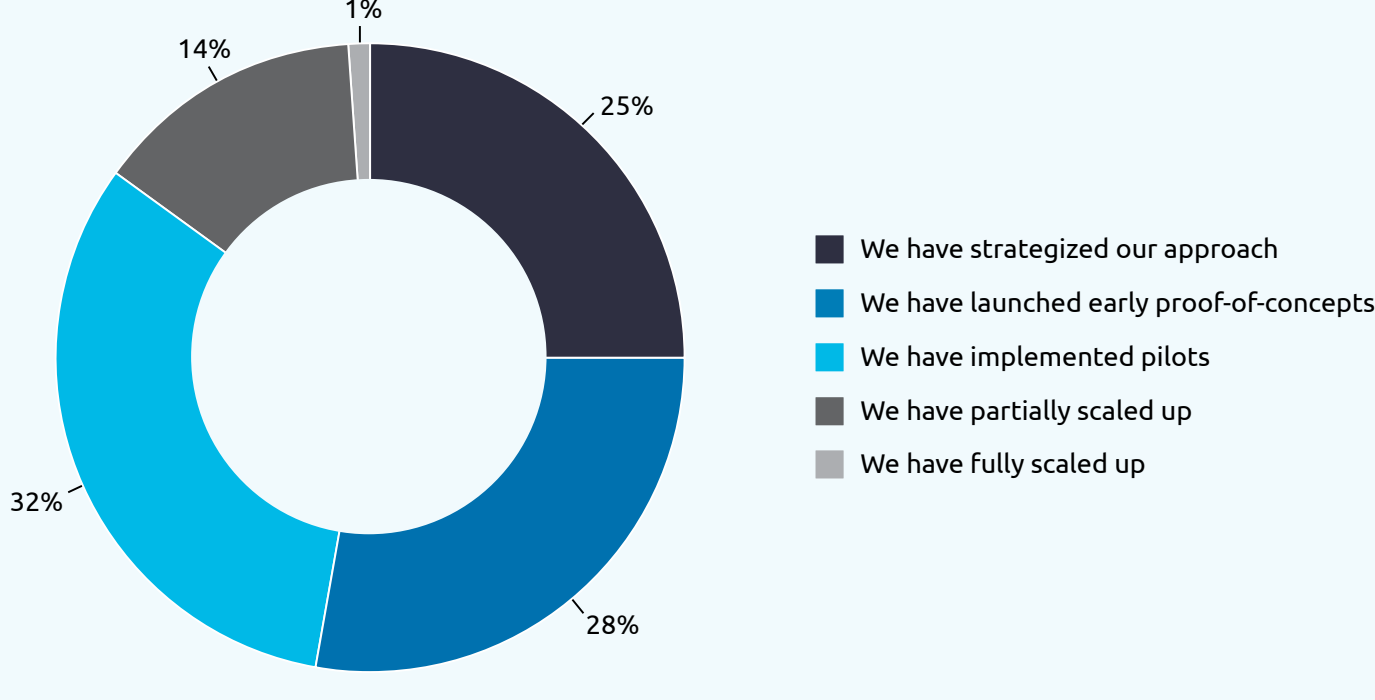
**60%** agree that decision-making in their organizations is driven by data

**Over half** of executives state that their organizations are monetizing data assets through their products and services

## Generative AI is transforming the data landscape

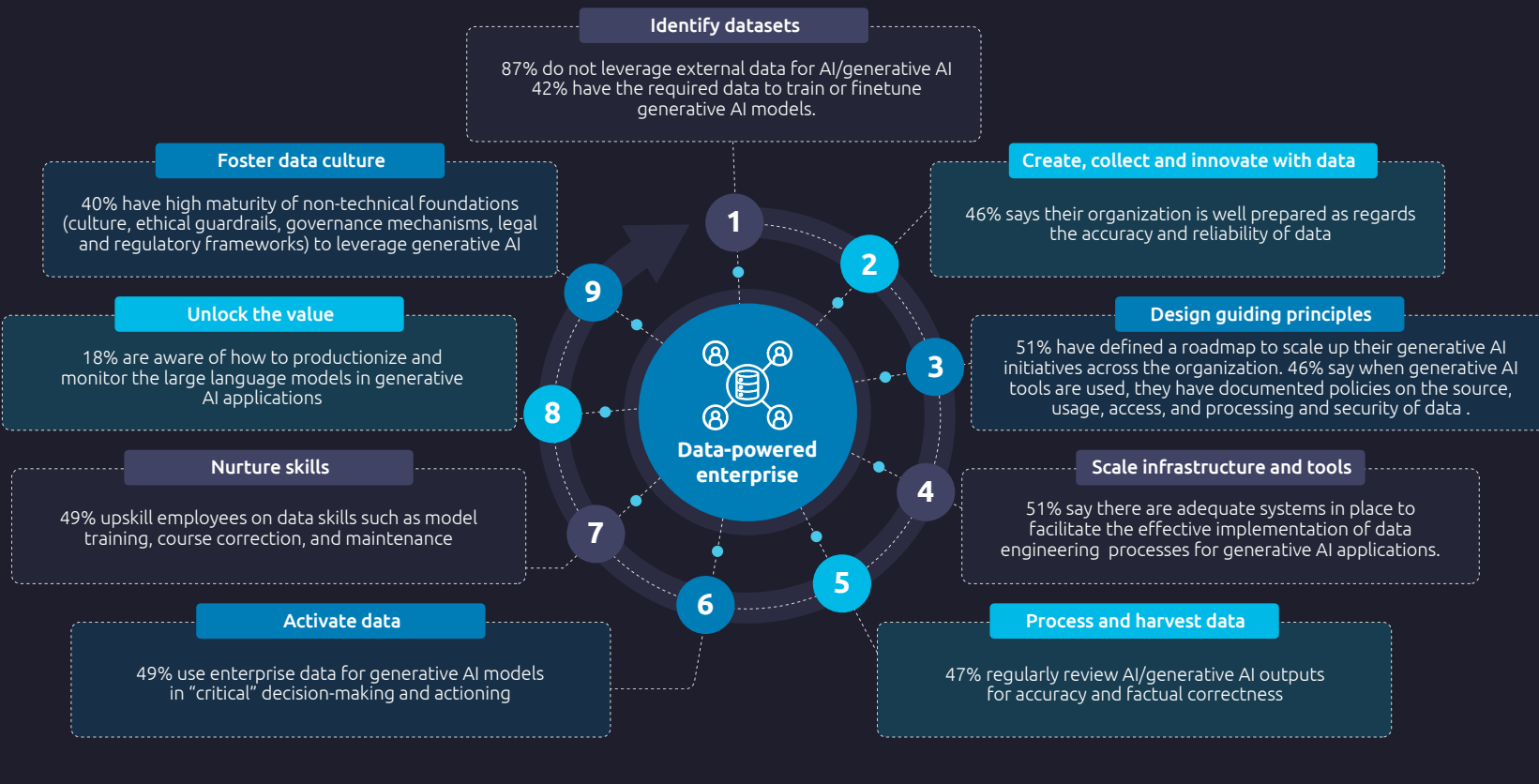
Three out of five organizations have launched generative AI Proof-of-concepts (PoCs) or pilots using enterprise data

What is your current state of generative AI adoption?



Source: Cappgemini Research Institute, Data Powered Enterprise, Business Executives Survey, April 2024, N = 500 organizations represented by 500 business executives.

There is a lot of ground to cover across various dimensions of data maturity before organizations can embrace AI/generative AI



Source: Cappgemini Research Institute, Data-powered enterprises survey, Data Executives Survey, April 2024, N = 500 organizations represented by 500 data executives.

## What benefits do data masters receive?

Data operations benefits accrued by data masters span the data value chain

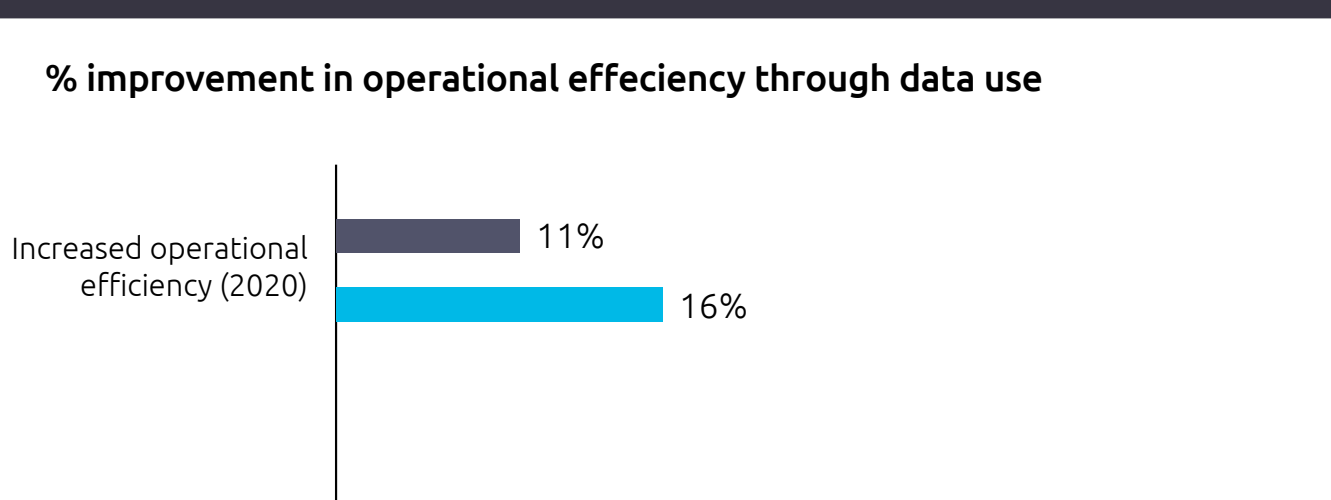
% respondents reaping the following data-related benefits..



Source: Cappgemini Research Institute, Data powered enterprises survey, Data Executives Survey, April 2024, N = 500 organizations represented by 500 data executives.

Data Masters see greater improvement in business operational metrics

% improvement in operational efficiency through data use



Source: Cappgemini Research Institute, Data Powered Enterprise, Business Executives Survey, April 2024, N = 500 organizations represented by 500 business executives.

Data masters outperform other cohorts on multiple financial metrics

**28%** higher EBIT growth vs. average

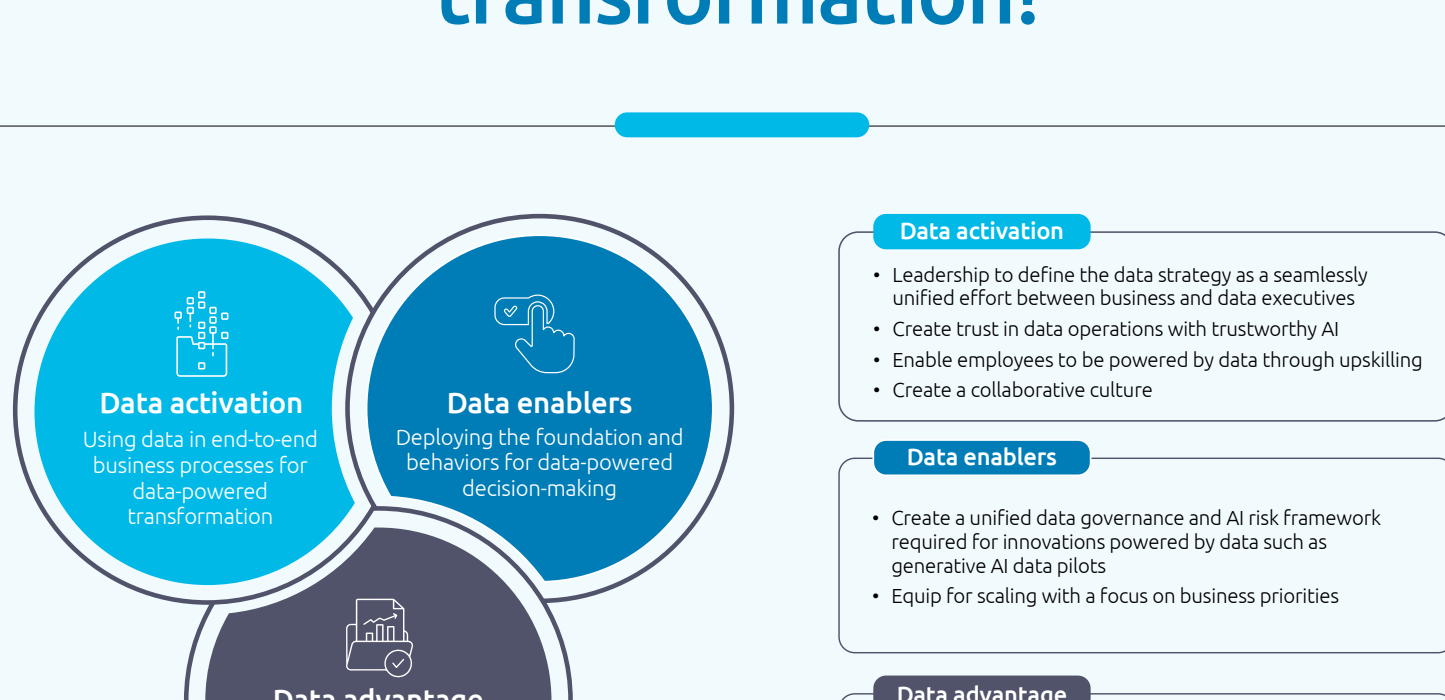
**42%** higher net income growth vs. average

**39%** higher net income margin vs. average

Source: Cappgemini Research Institute, Data Powered Enterprise, April 2024, N = 500 organizations represented by 500 data executives and 500 business executives

Note: We calculated the average EBIT growth for the 500 organizations we surveyed. Then we identified the average EBIT growth for each of the four cohorts separately. Then we calculated by how much does the data masters cohort deviate from the overall average, which is shared in the numbers above.

## How are data masters leading the data transformation?



Source: Cappgemini Research Institute analysis.

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