The survey "Data Preparation – Refining Raw Data into Value" was prepared by BARC. The study is available free of charge thanks to the generosity of Denodo, MicroStrategy, SAS, Tableau and TimeXtender. The survey is based on a survey of 695 participants from more than 50 countries across organizations. The study is based on a survey of 695 participants from more than 50 countries across businesses. BARC's "...and analytics are gaining in importance and exerting a growing influence on the profitability of companies. Higher expectations in business departments..."

**Top 5 Challenges when using data preparation**

- Lack of budget or resources
- Lack of sponsors
- Lack of trust in data quality and results
- Lack of know-how on the business user side
- Inconceivable projects or (very) important results or (very) important projects

**Top 5 achieved benefits vs. expectations**

- Improved ability to react to changing business conditions
- Improved analytical efficiency and flexibility
- Improved data-driven decision-making
- Easier data access
- Gaining a single, complete view of relevant data

**Benefits hoped**

- Improved time to insights
- Improved data-driven decision-making
- Improved analytical efficiency and flexibility
- Easier data access
- Gaining a single, complete view of relevant data

**Benefits delivered**

- Improved time to insights
- Improved data-driven decision-making
- Improved analytical efficiency and flexibility
- Easier data access
- Gaining a single, complete view of relevant data

**Benefits delivered vs. hoped**

- Improved time to insights
- Improved data-driven decision-making
- Improved analytical efficiency and flexibility
- Easier data access
- Gaining a single, complete view of relevant data

**BARC Recommendations**

- Implement/Apply security policies and privileges
- Provide data transparency
- Implement/Apply/Monitor data security
- Encourage collaboration between business users and IT
- Strengthen the companies' data management objectives

**Percentage of respondents**

- 45%
- 46%
- 56%
- 68%
- 31%

**Top 5 Tools**

- Data virtualization
- Data integration
- Data integration
- Data virtualization
- Data virtualization

**Key Insights**

- Data preparation is widely used. Our survey shows that 60% of respondents use or plan to use data preparation tools.
- However, only 32% of respondents feel very satisfied with their current implementation of data preparation.
- Lack of budget or resources is considered the biggest challenge for businesses, with 68% of respondents reporting it as a problem.
- On the other hand, improved time to insights (66%) and improved data-driven decision-making (64%) are the most significant benefits achieved.

**Data Preparation vs. Traditional ETL**

- Data preparation is increasingly used to support complex data preparation tasks.
- The use of Excel is widespread and it also supports data preparation, especially in small and medium-sized organizations.

**Key Findings**

- Data preparation is crucial for achieving high levels of performance, agility, and flexibility in businesses.
- Collaboration between IT and business departments is essential for effective data preparation.
- Companies need to define and balance responsibilities and actions to achieve their goals, structures, and management objectives.

**Technical and Governance Aspects**

- Technical experts are required to support companies in building knowledge and skills internally from best practices and experiences.
- Governance and collaboration are key to achieving success in data preparation.

**Data Preparation's Potential**

- The potential of data preparation is limited due to its limited scope of functions. However, achieving full potential requires new skills and methods compared to traditional ETL processes.

**Tools and Technologies**

- Data preparation tools such as SAS, Tableau, and TimeXtender are gaining importance.
- Advances in data virtualization and data integration technologies are supporting the growth of data preparation.