

'Data Can Help Indian Cos Log 14% Revenue Jump'

Large organisations in India can grow their annual business revenue by 13.6% or about ₹745 crore if they harness the power of data, according to a study by **Amazon Web Services (AWS)**. The **Demystifying Data 2022** report, commissioned by AWS and prepared by **Deloitte Access Economics**, surveyed 521 senior business decision-makers in Indian organisations. The report measured their data maturity or the extent by which an organisation uses the data they produce

"From our research, only 6% of organisations in India have invested in the necessary technology, talent and processes needed to unlock the full potential of their data"

MONOJIT MAZUMDAR,
Partner at Deloitte



- **AWS has announced the launch of AWS Data Lab in India.** The programme brings together customers and AWS data specialists to solve complex data challenges in tangible ways, using AWS. "Organisations will benefit from building internal data analytics skills, which may involve upskilling current staff through on-the-job training," said Puneet Chandok, president of commercial business at AWS India & South Asia

OTHER FINDINGS FROM ORGANISATIONS SURVEYED IN INDIA:

63%
Say analysing data can lead to improved productivity

60%
Rise in sales and revenue

56%
Improved customer experiences

93%

of organisations in India are still in the basic and beginner stages of data maturity

- Organisations in the retail trade sector ranked the highest on the data maturity scale
- This was followed by information, media and telecommunications, and finance and insurance
- Organisations in education and training have the lowest levels of data maturity

KEY CHALLENGES IN IMPROVING DATA MATURITY

Data quality **64%**

Data security & risk **60%**

Lack of a data and analytics strategy **59%**

Lack of access to skilled resources **55%**

38%
of organisations prefer to buy skills by hiring talent to grow their data and analytics capabilities

29%
Organisations are looking to upskill their current employees