

Data and Analytics Priorities and Challenges: 2024 Trends

Data and analytics (D&A) can play an important role in the overall success of an organization. What are D&A priorities for the coming year and what challenges could limit success?



Data collection: Oct 4 - Dec 4, 2023
Respondents: 82 IT and data and analytics leaders who are informed about their D&A function

About Gartner Peer Community One-Minute Insights:

Gartner Peer Community is for technology and business leaders to engage in discussions with peers and share knowledge in real time.

Surveys are designed by Gartner Peer Community editors and appear on the Gartner Peer Community platform. Once the respondent threshold is met, survey results are summarized in a One-Minute Insight.

The results of this summary are representative of the respondents that participated in the survey. It is not market representative.



D&A function important to organizational success, though sometimes undervalued

94% of respondents expect their D&A function to play an **important or pivotal role** in their organization's success in 2024; however, **29%** feel D&A is **undervalued or underutilized** despite its importance.

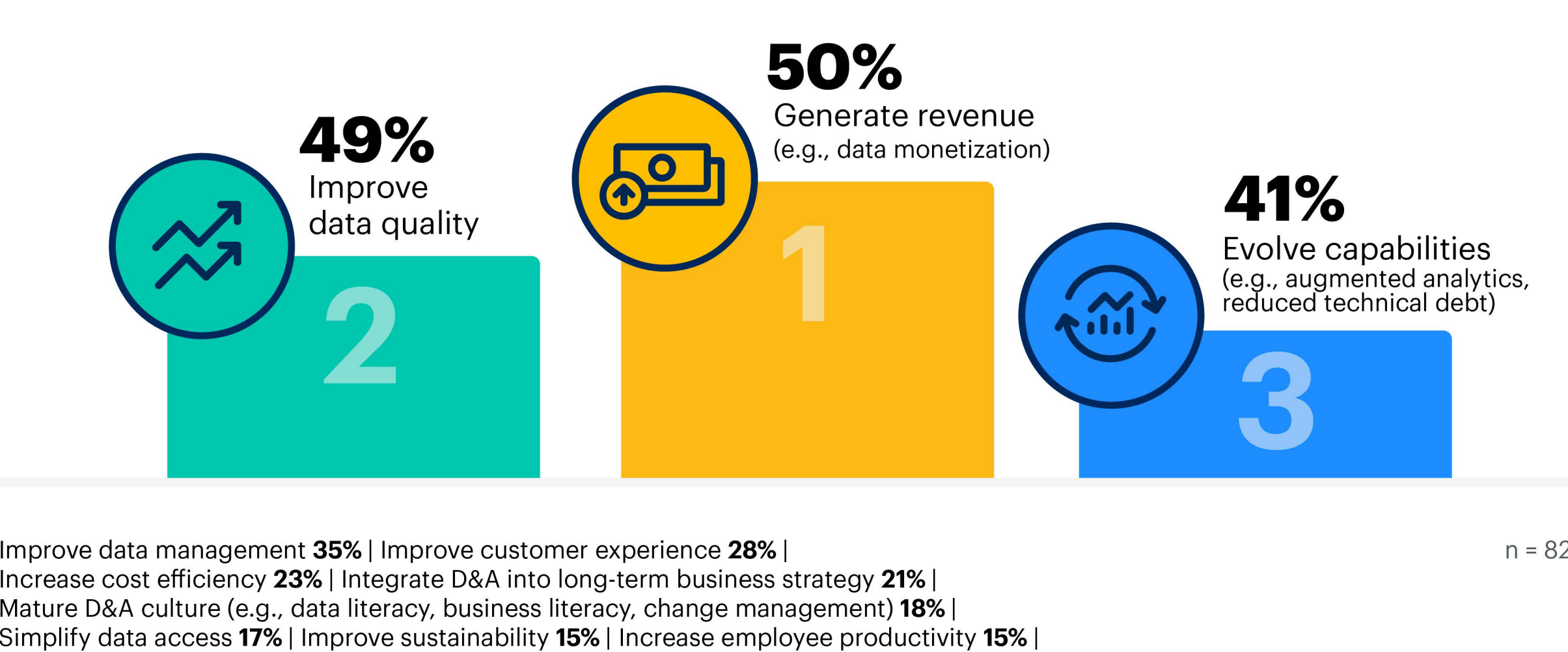
Which of the following best describes the role that your D&A function will play in your organization's success in 2024?



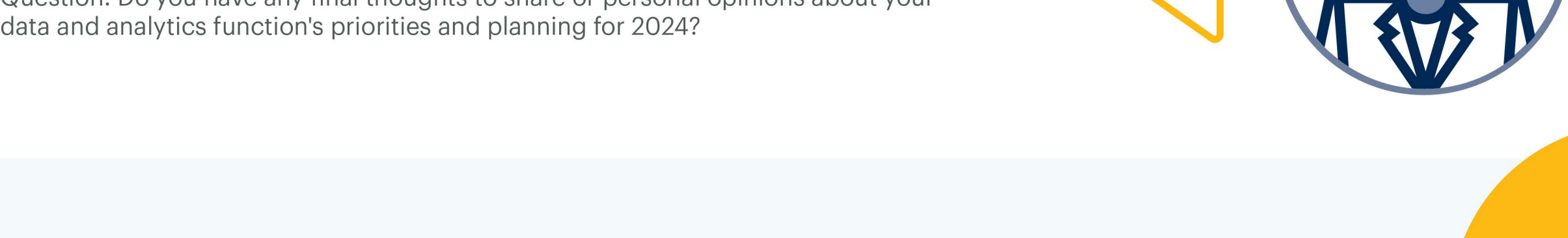
Revenue generation and data quality improvements are top priorities in 2024

About half of respondents expect **revenue generation (50%)** or **data quality improvement (49%)** to be among their D&A function's **top three strategic priorities in 2024**.

Based on your personal knowledge of your data and analytics (D&A) function's goals, what are most likely to be the top three strategic priorities for your D&A function in 2024? Select three.



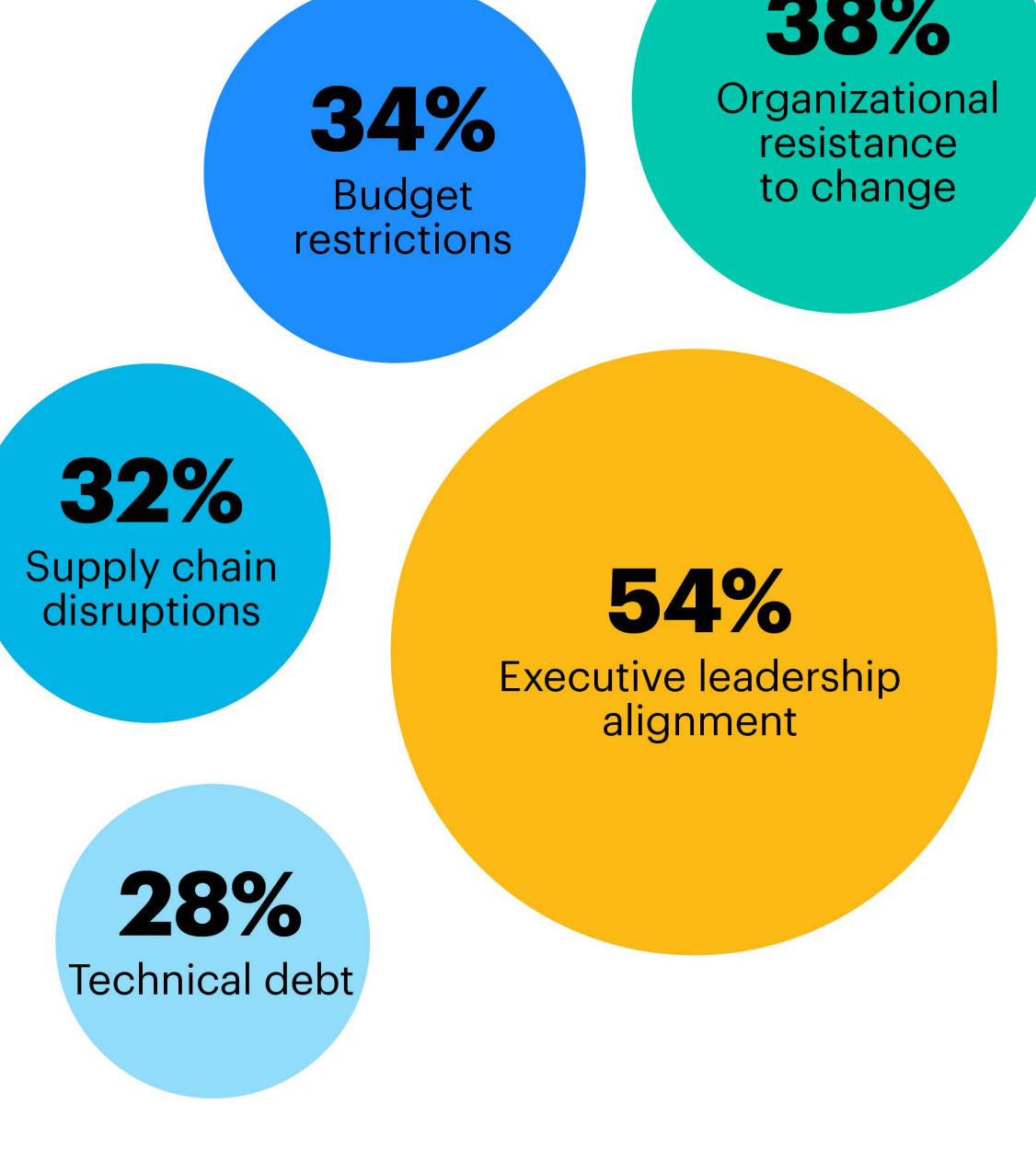
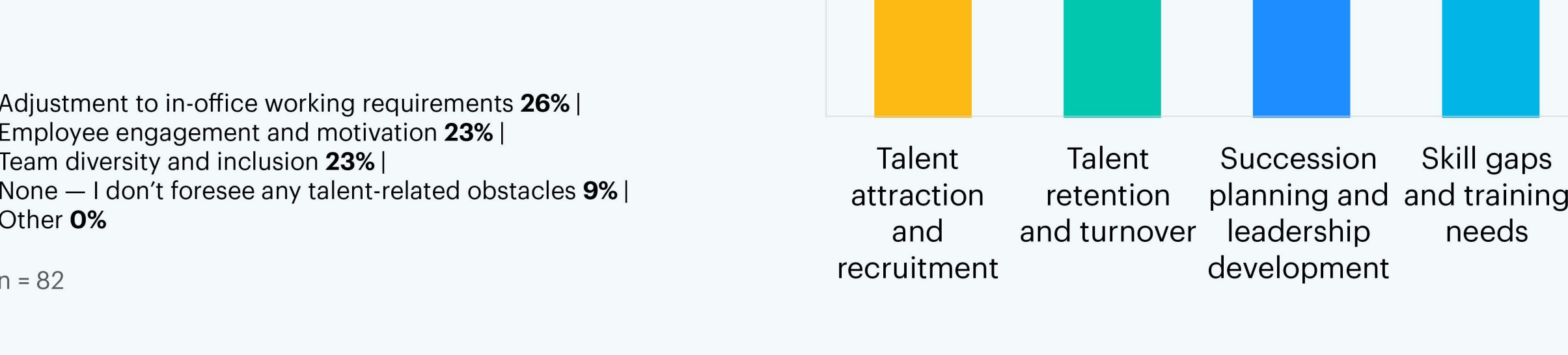
"We still struggle with data accuracy and integrity. The business needs to own the data they input as IT cannot."



Recruitment and leadership alignment crucial to success of 2024 priorities

62% of respondents anticipate **talent attraction and recruitment** will pose **significant obstacles** to achieving their D&A function's top three strategic priorities.

Which talent-related issue(s), if any, do you personally think could pose the most significant obstacle(s) to achieving your D&A function's top three strategic priorities in 2024? Select all that apply.

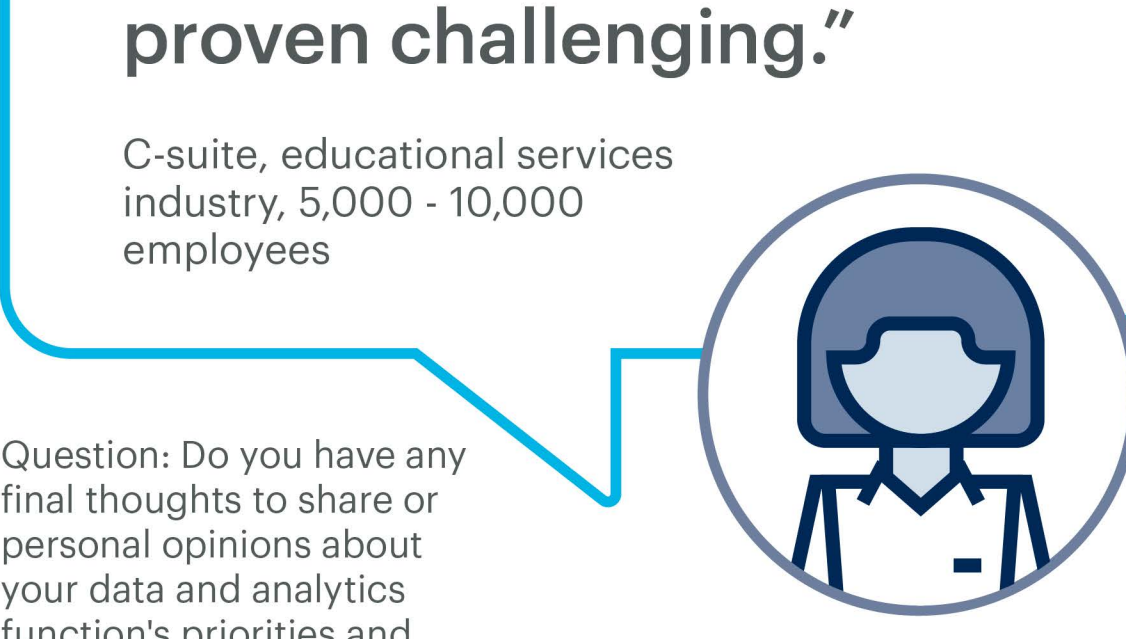


54% say their **executive leadership's alignment** could pose a significant challenge for D&A priorities in 2024.

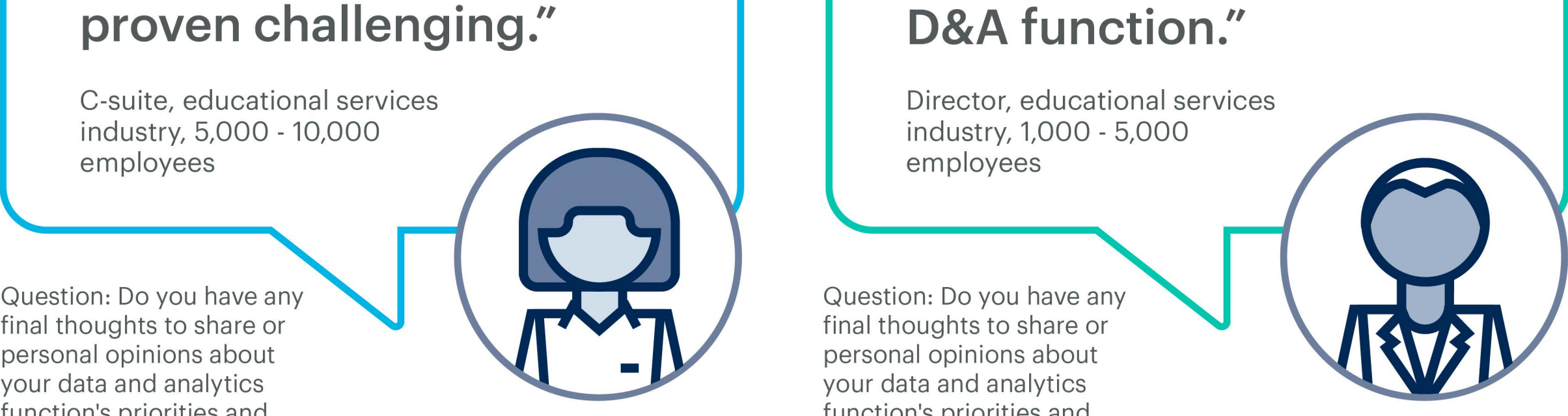
Apart from talent-related issues, which of the following do you think could pose the most significant obstacle(s) to achieving your D&A function's top three strategic priorities for 2024? Select all that apply.

Regulatory changes **24%** | Geopolitical uncertainty **22%** | Wider economic issues **22%** | Team morale **20%** | Other **0%**

"Moving from legacy disparate functions across departments to more strategic and intentional data operations has proven challenging."



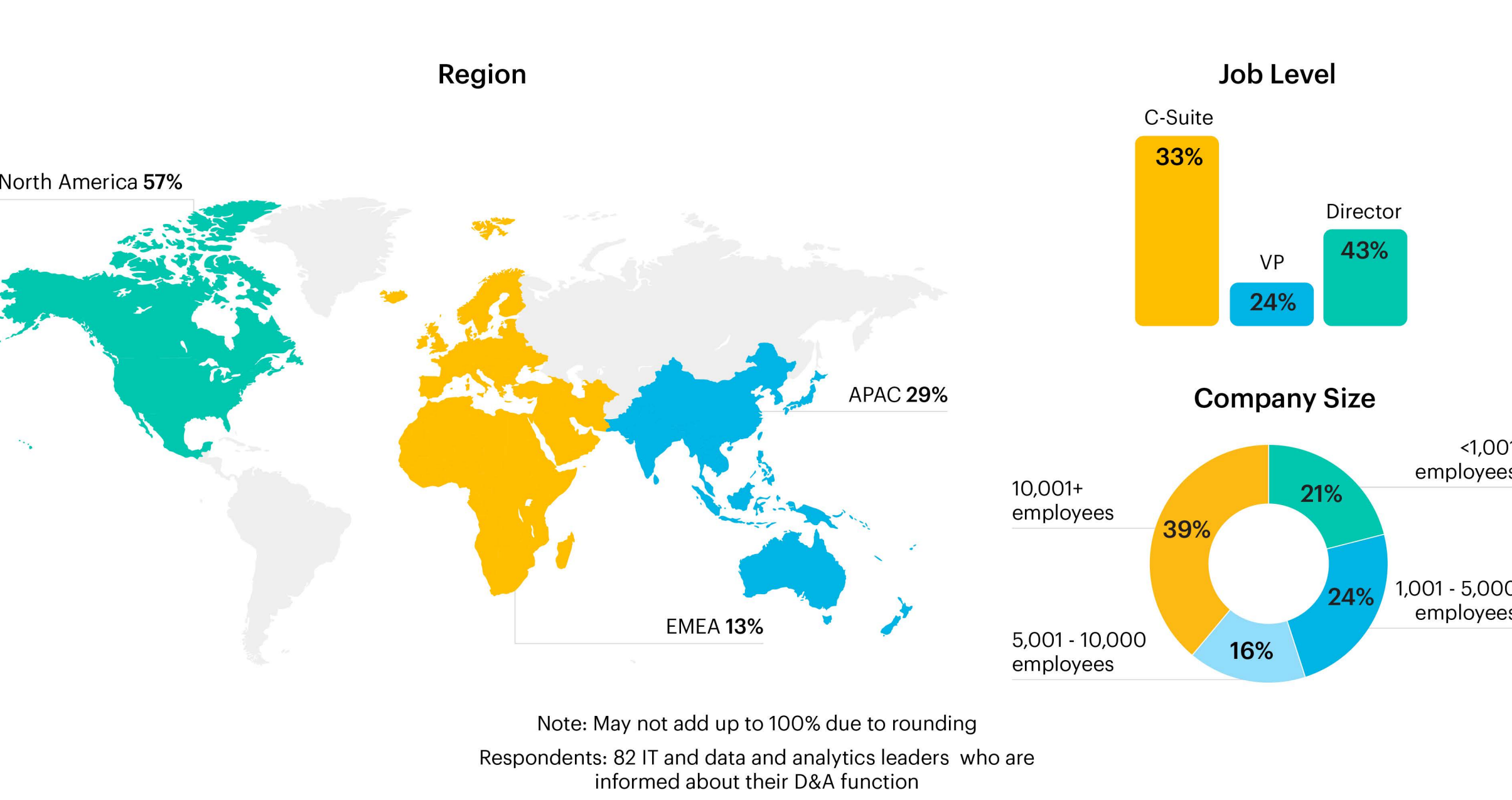
"Alignment of executive management is [a] must to get more success in D&A function."



In their own words...



Respondent Breakdown



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Source: Gartner Peer Community, 2024 Data and Analytics Priorities and Challenges: Insights from the Field survey

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