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?





Priorities for 2024 include revenue generation, data quality improvement and capabilities evolution

Leaders say talent recruitment and executive leadership alignment are among the most concerning barriers to success

Data collection: Oct 4 - Dec 4, 2023

Respondents: 82 IT and data and analytics leaders

who are informed about their D&A function.

in discussions with peers and share knowledge in real time.

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



Which of the following best describes the role that your D&A

success in 2024; however, 29% feel D&A is undervalued or underutilized despite its importance.

Pivotal to and fully

in the organization's success 0% | Not sure 1% n = 82Note: May not add up to 100% due to rounding

VP, professional services industry, 10,000+ employees Question: Do you have any final thoughts to share or

"It is critical that [the] data

and analytics functions

should work in sync."

personal opinions about

your data and analytics

function's priorities and

planning for 2024?

(e.g., data monetization)

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.



49%

Improve

data quality

Improve data management 35% | Improve customer experience 28% |

Talent management (e.g., hiring/retaining the right skill sets) 1% | Other 0%

Director, healthcare industry, 1,000 - 5,000 employees

data and analytics function's priorities and planning for 2024?

alignment crucial to success

Question: Do you have any final thoughts to share or personal opinions about your

Increase cost efficiency 23% | Integrate D&A into long-term business strategy 21% | Mature D&A culture (e.g., data literacy, business literacy, change management) 18%

Simplify data access 17% | Improve sustainability 15% | Increase employee productivity 15% |

are top 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. **50%** Generate revenue

41%

Evolve capabilities (e.g., augmented analytics, reduced technical debt)

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

Strengthen data security (e.g., data privacy, data recovery) 15% | Optimize D&A organizational structure 7% |



n = 82



Other 0%

Supply chain

disruptions

Question: Do you have any

final thoughts to share or

personal opinions about

your data and analytics

function's priorities and

planning for 2024?

n = 82

of 2024 priorities **62%**

significant obstacle(s) to achieving your **D&A** function's top three strategic priorities in 2024? Select all that apply. Adjustment to in-office working requirements 26% Employee engagement and motivation 23% Team diversity and inclusion 23%

None — I don't foresee any talent-related obstacles **9%** |

attraction and recruitment will pose

significant obstacles to achieving

Which talent-related issue(s), if any, do

you personally think could pose the most

their D&A function's top three

strategic priorities.

Organizational resistance to change **Budget** restrictions

54%

Executive leadership alignment

Technical debt "Moving from legacy disparate functions across departments to more strategic and intentional data operations has proven challenging." C-suite, educational services industry, 5,000 - 10,000 employees

"Data and analytics should not be seen as a siloed function, but rather as an essential part of all business decisions. Data and analytics should not be just for data scientists and analysts. Everyone in the business should have access to data and analytics tools and resources so that they can make informed decisions."

In their own words...

Question: Do you have any final thoughts to share or personal opinions about your data and analytics function's priorities and planning for 2024?

Director, manufacturing industry, <1,000 employees

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

49%

Talent

retention

and turnover

41%

Succession

leadership

development

planning and and training

30%

Skill gaps

needs

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

Director, educational services

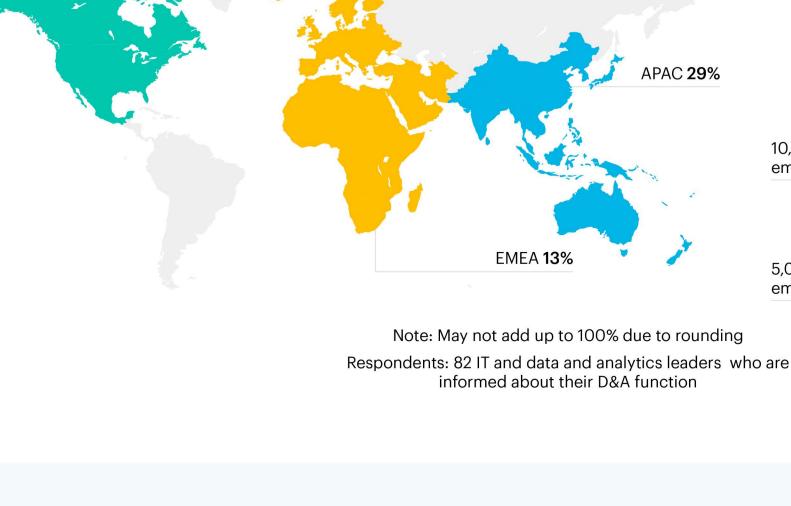
industry, 1,000 - 5,000

employees

the immediate need." - C-suite, healthcare industry, <1,000 employees

Region North America 57%

Respondent Breakdown



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Job Level C-Suite 33% VP 24% **Company Size**

employees 21% 39% 1.001 - 5.000 employees 16%

Director

43%

<1,001

One-Minute Insights

survey results are summarized in a One-Minute Insight. 94% of respondents expect their D&A **D&A function important** functions to play an important or pivotal role in their organization's success, though

About Gartner Peer Community One-Minute Insights: Gartner Peer Community is for technology and business leaders to engage

to organizational sometimes undervalued

function will play in your organization's success in 2024?

Important role in the organization's success but it is undervalued/ underutilized Important role and a valued element of the organization's success

Minor role in the organization's success 4% | Not yet mature enough to play a significant role

integrated with the organization's success

Revenue generation and data quality improvements

Recruitment and leadership

Talent attraction and recruitment

n = 82

"It should be a mandate from the CEO to prioritize data & analytics, not thinking about it when you have

10,001+ employees 5,001 - 10,000 employees

priorities for 2024? Select all that apply. Regulatory changes 24% | Geopolitical uncertainty 22% | Wider economic issues 22% | Team morale 20% | Other 0%

Question: Do you have any final thoughts to share or personal opinions about your data and analytics function's priorities and planning for 2024?

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