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# CPA Big Data Survey



SUMMARY → DESIGN SURVEY → COLLECT RESPONSES → **ANALYZE RESULTS**

**CURRENT VIEW** ? ^

[+ FILTER](#) [+ COMPARE](#) [+ SHOW](#)

**Filter or segment your data.** ?

- Filter by Question and Answer >
- Filter by Collector >
- Filter by Completeness >
- Filter by Time Period >
- Filter by Respondent Metadata >
- Filter by A/B Test >

[CANCEL](#)

**SAVED VIEWS (1)** ? v

**EXPORTS** ? v

**SHARED DATA** ? v

RESPONDENTS: 42 of 42

[SAVE AS](#)

**QUESTION SUMMARIES** DATA TRENDS INDIVIDUAL RESPONSES

Page 1

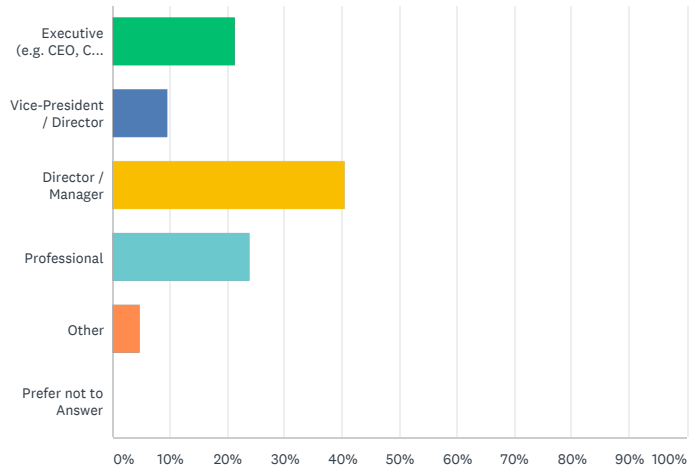
**Q1**

[Customize](#)

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Which of the following best describes the position you hold in the organization? Please select one answer.

Answered: 42 Skipped: 0



**ANSWER CHOICES**

**RESPONSES**

Executive (e.g. CEO, CFO, CIO)	21.43%	9
Vice-President / Director	9.52%	4
Director / Manager	40.48%	17
Professional	23.81%	10
Other	4.76%	2
Prefer not to Answer	0.00%	0
<b>TOTAL</b>		<b>42</b>

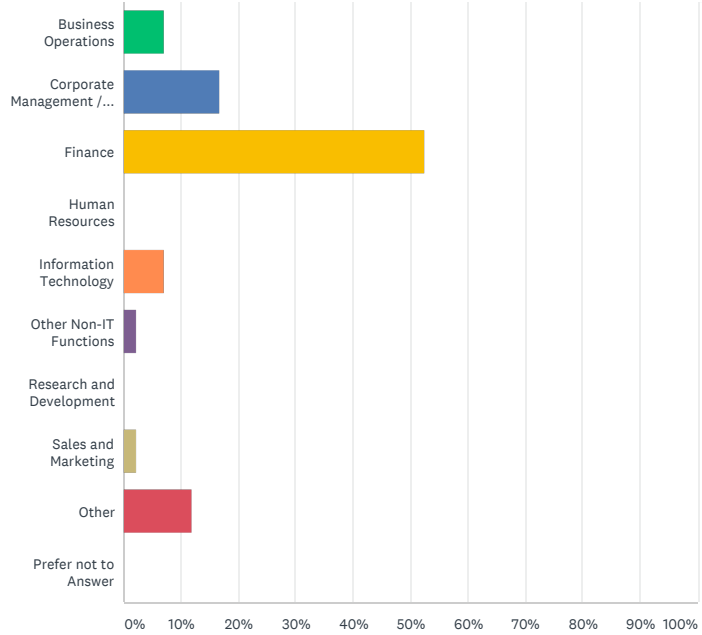
**Q2**

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Which of the following best describes the function you hold in your organization? Please select one answer.

Answered: 42 Skipped: 0



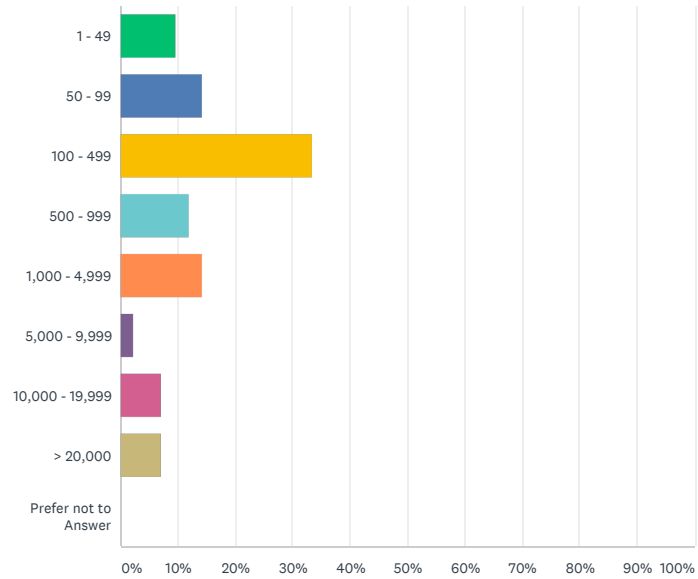
ANSWER CHOICES	RESPONSES	
Business Operations	7.14%	3
Corporate Management / Executive	16.67%	7
Finance	52.38%	22
Human Resources	0.00%	0
Information Technology	7.14%	3
Other Non-IT Functions	2.38%	1
Research and Development	0.00%	0
Sales and Marketing	2.38%	1
Other	11.90%	5
Prefer not to Answer	0.00%	0
<b>TOTAL</b>		<b>42</b>

Q3

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How many employees does your organization employ in Canada? Please select one answer.

Answered: 42 Skipped: 0



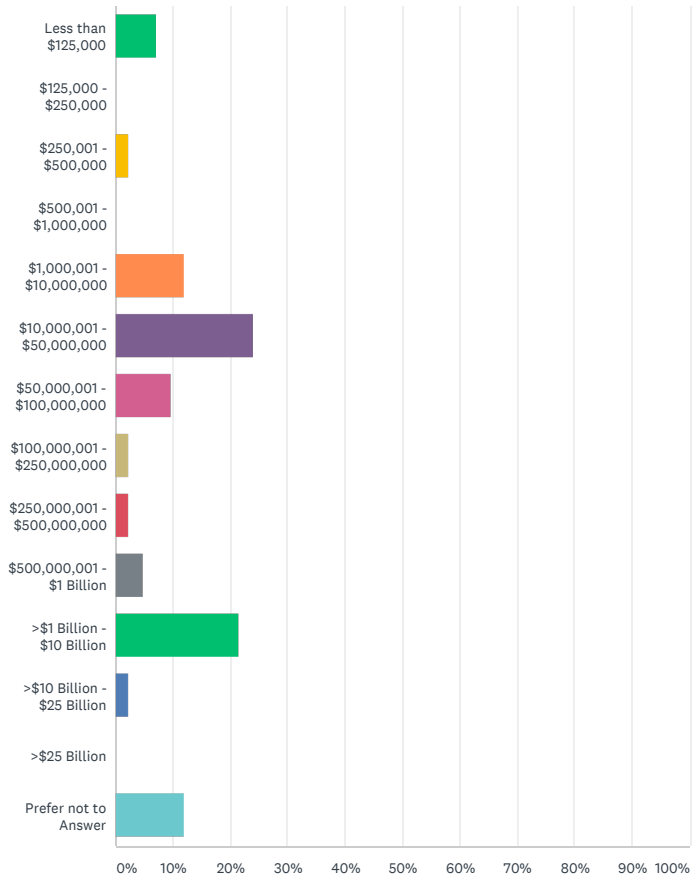
ANSWER CHOICES	RESPONSES	
▼ 1 - 49	9.52%	4
▼ 50 - 99	14.29%	6
▼ 100 - 499	33.33%	14
▼ 500 - 999	11.90%	5
▼ 1,000 - 4,999	14.29%	6
▼ 5,000 - 9,999	2.38%	1
▼ 10,000 - 19,999	7.14%	3
▼ > 20,000	7.14%	3
▼ Prefer not to Answer	0.00%	0
<b>TOTAL</b>		<b>42</b>

Q4

[Customize](#) [Export](#)

What was your organization's total annual gross revenues in 2015 in Canada (\$CDN)? Please select one answer.

Answered: 42 Skipped: 0



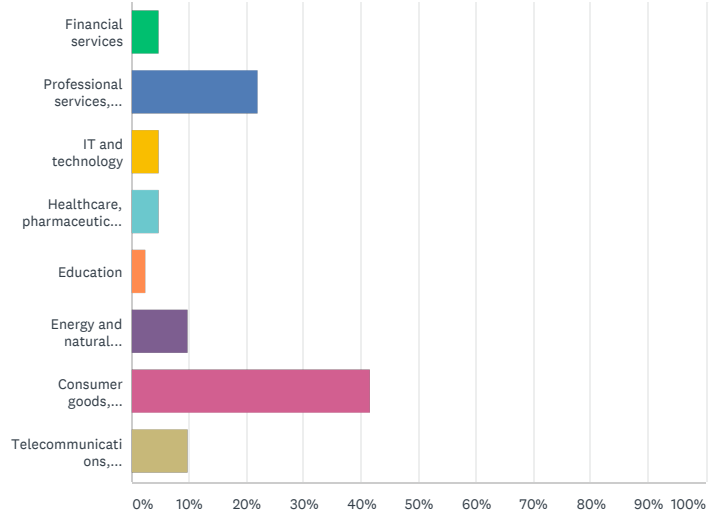
ANSWER CHOICES	RESPONSES	
▼ Less than \$125,000	7.14%	3
▼ \$125,000 - \$250,000	0.00%	0
▼ \$250,001 - \$500,000	2.38%	1
▼ \$500,001 - \$1,000,000	0.00%	0
▼ \$1,000,001 - \$10,000,000	11.90%	5
▼ \$10,000,001 - \$50,000,000	23.81%	10
▼ \$50,000,001 - \$100,000,000	9.52%	4
▼ \$100,000,001 - \$250,000,000	2.38%	1
▼ \$250,000,001 - \$500,000,000	2.38%	1
▼ \$500,000,001 - \$1 Billion	4.76%	2
▼ >\$1 Billion - \$10 Billion	21.43%	9
▼ >\$10 Billion - \$25 Billion	2.38%	1
▼ >\$25 Billion	0.00%	0
▼ Prefer not to Answer	11.90%	5
<b>TOTAL</b>		<b>42</b>

Q5

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Which of the following best describes your organization's major industry?  
Please select one answer.

Answered: 41 Skipped: 1



ANSWER CHOICES

RESPONSES

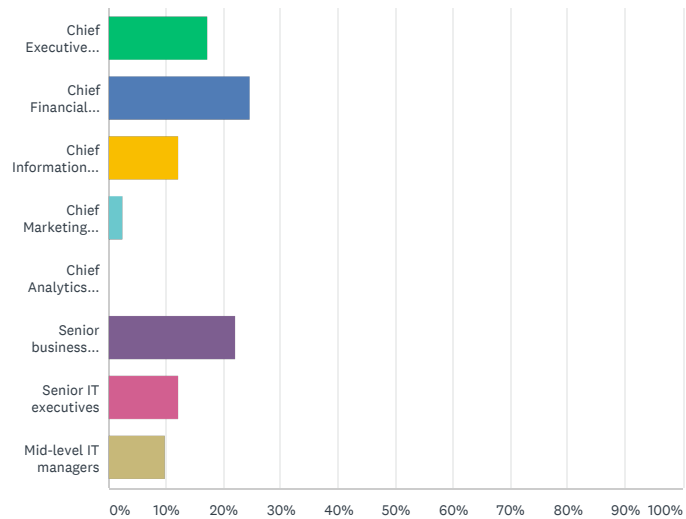
Financial services	4.88%	2
Professional services, Manufacturing	21.95%	9
IT and technology	4.88%	2
Healthcare, pharmaceuticals and biotechnology	4.88%	2
Education	2.44%	1
Energy and natural resources	9.76%	4
Consumer goods, Entertainment, media and publishing, Government/Public sector, Logistics and distribution, Construction and real estate, Retailing	41.46%	17
Telecommunications, Transportation, travel and tourism, Automotive, Agriculture and agribusiness, Aerospace/Defense, Chemicals	9.76%	4
<b>TOTAL</b>		<b>41</b>

Q6

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Please identify the title of the senior-most executive champion for big data and analytics strategy in your organization (e.g. Chief Executive Officer, Chief Analytics Officer)

Answered: 41 Skipped: 1



ANSWER CHOICES

RESPONSES

TOTAL

7  
41

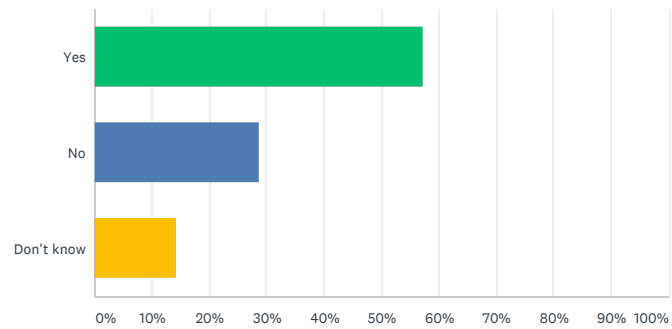
ANSWER CHOICES	RESPONSES	
▼ Chief Executive Officer (CEO)	17.07%	
▼ Chief Financial Officer (CFO)	24.39%	10
▼ Chief Information Officer (CIO)	12.20%	5
▼ Chief Marketing Officer (CMO)	2.44%	1
▼ Chief Analytics Officer (CAO)	0.00%	0
▼ Senior business executives	21.95%	9
▼ Senior IT executives	12.20%	5
▼ Mid-level IT managers	9.76%	4
<b>TOTAL</b>		<b>41</b>

### Q7

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Does your organization consider big data and analytics as a key component of your enterprise-wide strategy?

Answered: 42 Skipped: 0



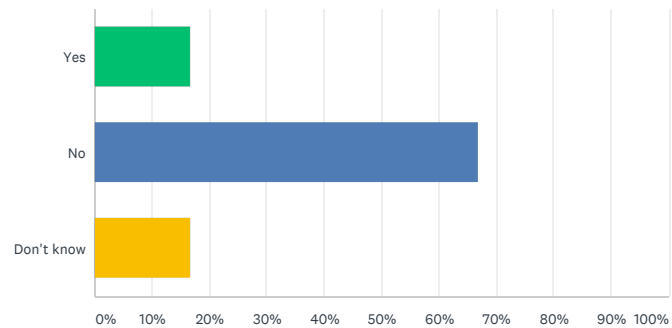
ANSWER CHOICES	RESPONSES	
▼ Yes	57.14%	24
▼ No	28.57%	12
▼ Don't know	14.29%	6
<b>TOTAL</b>		<b>42</b>

### Q8

[Customize](#) [Export](#)

Does your organization currently have the big data and analytics executive talent needed?

Answered: 42 Skipped: 0



ANSWER CHOICES	RESPONSES	
▼ Yes	16.67%	7
<b>TOTAL</b>		<b>42</b>

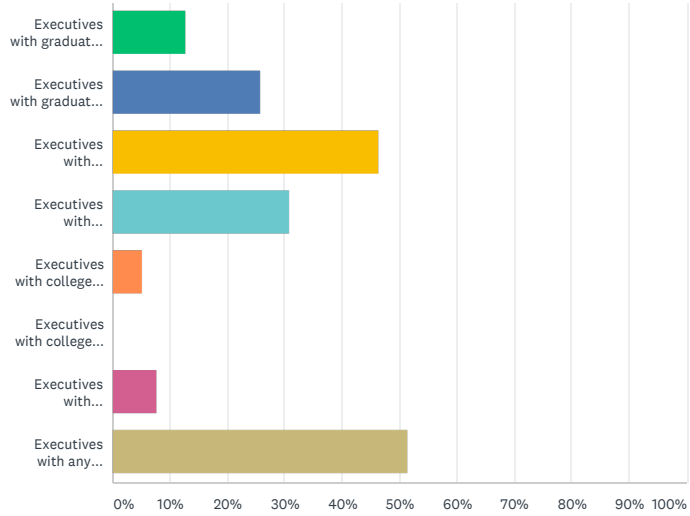
ANSWER CHOICES	RESPONSES	
▼ No	66.67%	28
▼ Don't know	16.67%	7
<b>TOTAL</b>		<b>42</b>

Q9

[Customize](#) [Export](#)

What is your organization's ideal education and training background for your executive big data and analytics talent? Please select the top three answers:

Answered: 39 Skipped: 3



ANSWER CHOICES	RESPONSES	
▼ Executives with graduate degrees (e.g. M.Sc., PhD) in big data and/or analytics	12.82%	5
▼ Executives with graduate degrees (e.g. M.Sc., PhD) in disciplines related to big data and/or analytics (e.g. Engineering, Computer Science, Mathematics, Statistics)	25.64%	10
▼ Executives with undergraduate degrees (e.g. B.Sc.) in big data and/or analytics	46.15%	18
▼ Executives with undergraduate degrees (e.g. B.Sc.) in disciplines related to big data and/or analytics	30.77%	12
▼ Executives with college diplomas in big data and/or analytics	5.13%	2
▼ Executives with college diplomas in disciplines related to big data and/or analytics	0.00%	0
▼ Executives with certificates in big data and/or analytics	7.69%	3
▼ Executives with any combination of education and training background, given the appropriate experience profile	51.28%	20

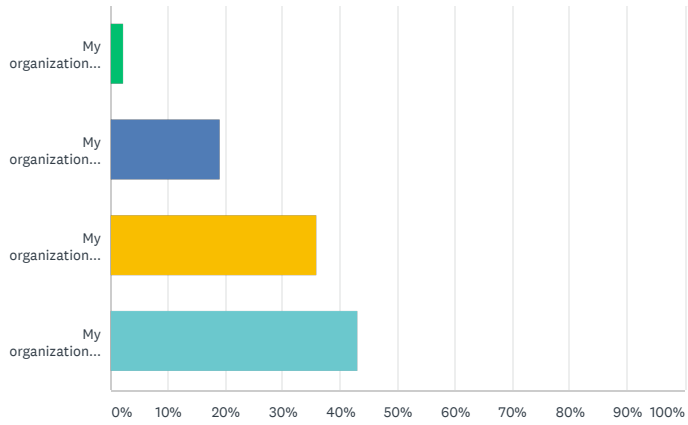
Total Respondents: 39

Q10

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To what extent has your organization already deployed big data and analytics?

Answered: 42 Skipped: 0



**ANSWER CHOICES**

**RESPONSES**

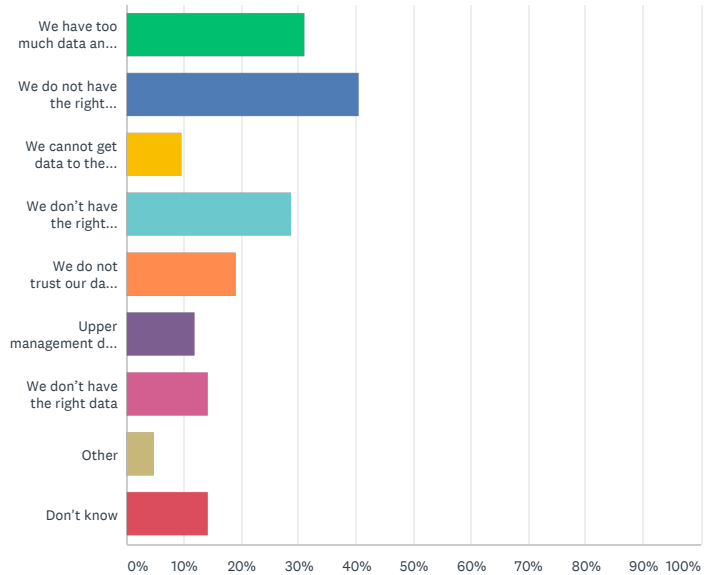
My organization has deployed big data and analytics enterprise-wide	2.38%	1
My organization has deployed big data and analytics across one or more of our functional areas	19.05%	8
My organization has deployed big data and analytics for one or more strategic, operational, and/or tactical applications (e.g. Supply Chain Management, Customer Intelligence)	35.71%	15
My organization has not deployed any big data and/or analytics applications	42.86%	18
<b>TOTAL</b>		<b>42</b>

**Q11**

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What are your organization's biggest challenges in extracting value from big data? Select up to two.

Answered: 42 Skipped: 0



**ANSWER CHOICES**

**RESPONSES**

We have too much data and too few resources to manage them	30.95%	13
We do not have the right skills within the organization to manage data effectively	40.48%	17
We cannot get data to the right people within the organization	9.52%	4
We don't have the right analytical skills to know how to use the data effectively	28.57%	12
We do not trust our data enough to inform critical decisions	19.05%	8
Upper management does not see the value of data	11.90%	5
We don't have the right data	14.29%	6

Total Respondents: 42



ANSWER CHOICES

- ▼ Other
  - ▼ Don't know
- Total Respondents: 42

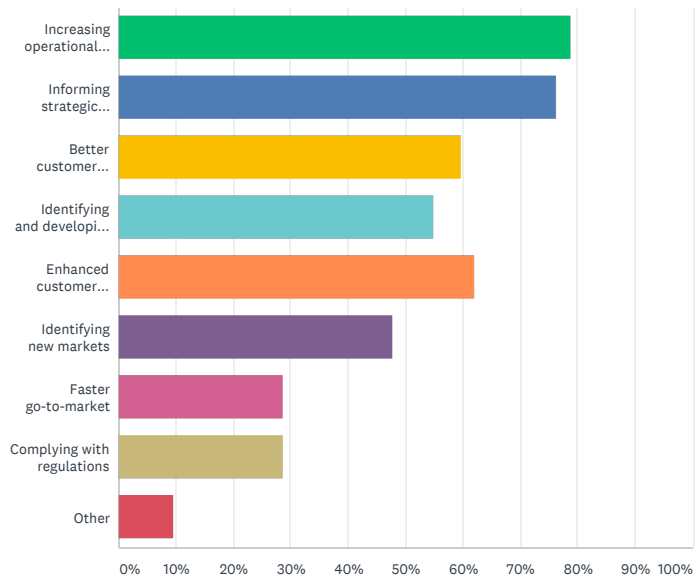
RESPONSES	
4.76%	2
14.29%	6

Q12

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What opportunities do you see for your organization as the result of the availability of increased amounts of data? Select all that apply.

Answered: 42 Skipped: 0



ANSWER CHOICES

- ▼ Increasing operational efficiency
  - ▼ Informing strategic direction
  - ▼ Better customer service
  - ▼ Identifying and developing new products and services
  - ▼ Enhanced customer experience
  - ▼ Identifying new markets
  - ▼ Faster go-to-market
  - ▼ Complying with regulations
  - ▼ Other
- Total Respondents: 42

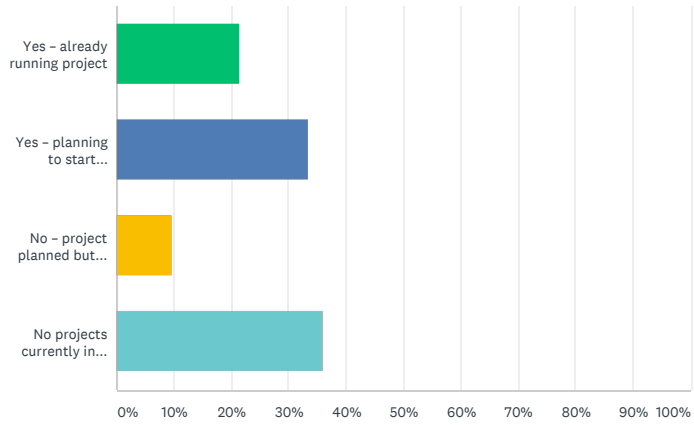
RESPONSES	
78.57%	33
76.19%	32
59.52%	25
54.76%	23
61.90%	26
47.62%	20
28.57%	12
28.57%	12
9.52%	4

Q13

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Is your organization either currently engaged in or planning to embark on a big data project within the next two years?

Answered: 42 Skipped: 0



**ANSWER CHOICES**

**RESPONSES**

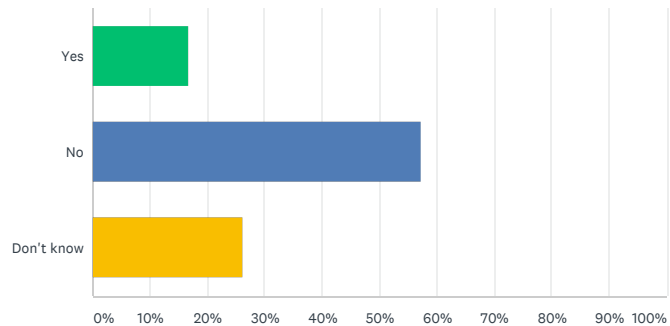
Yes - already running project	21.43%	9
Yes - planning to start project within in next two years	33.33%	14
No - project planned but unlikely to start within next two years	9.52%	4
No projects currently in the pipeline	35.71%	15
<b>TOTAL</b>		<b>42</b>

**Q14**

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Does your organization have a strategy or road map for developing big data skills?

Answered: 42 Skipped: 0



**ANSWER CHOICES**

**RESPONSES**

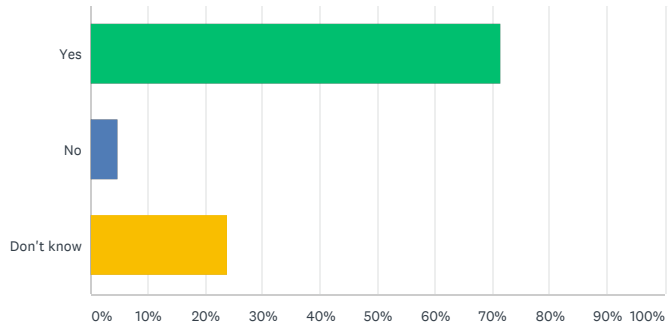
Yes	16.67%	7
No	57.14%	24
Don't know	26.19%	11
<b>TOTAL</b>		<b>42</b>

**Q15**

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Do you believe there is a skills shortage in the area of data science/big data/data analytics?

Answered: 42 Skipped: 0



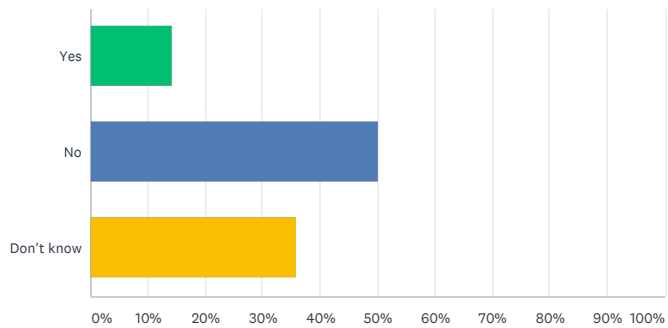
ANSWER CHOICES	RESPONSES	
▼ Yes	71.43%	30
▼ No	4.76%	2
▼ Don't know	23.81%	10
<b>TOTAL</b>		<b>42</b>

**Q16**

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Are you currently recruiting or thinking of recruiting big data roles?

Answered: 42 Skipped: 0



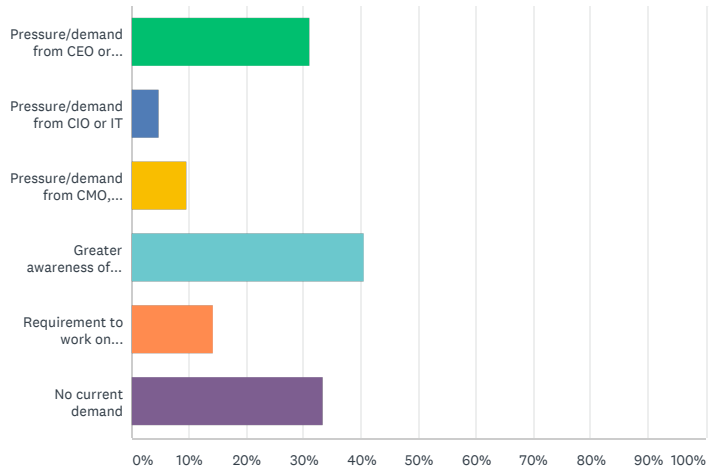
ANSWER CHOICES	RESPONSES	
▼ Yes	14.29%	6
▼ No	50.00%	21
▼ Don't know	35.71%	15
<b>TOTAL</b>		<b>42</b>

**Q17**

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What area(s) of the business is this demand coming from/what is the main driver for big data recruitment? (Select all that apply)

Answered: 42 Skipped: 0



**ANSWER CHOICES**

**RESPONSES**

Pressure/demand from CEO or management	30.95%	13
Pressure/demand from CIO or IT	4.76%	2
Pressure/demand from CMO, marketing and/or sales	9.52%	4
Greater awareness of commercial potential of big data	40.48%	17
Requirement to work on planned/on-going big data project	14.29%	6
No current demand	33.33%	14

Total Respondents: 42

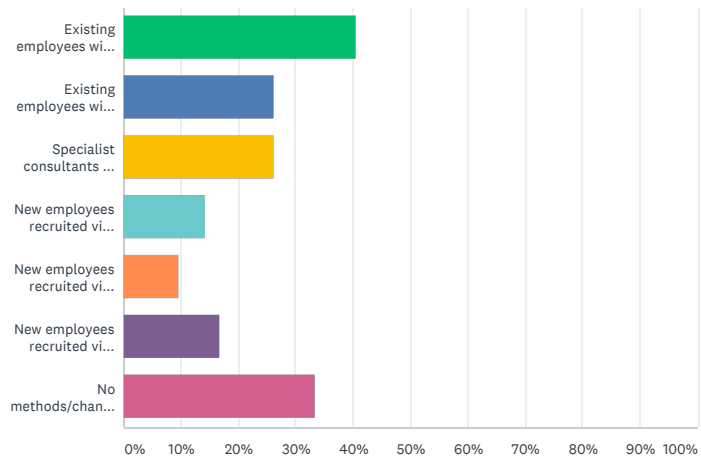
**Q18**

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What methods/channels are you using (or would you anticipate using) in the recruitment process in order to identify potential candidates for executive big data roles? (Select all that apply)

Answered: 42 Skipped: 0



**ANSWER CHOICES**

**RESPONSES**

Existing employees with business background	40.48%	17
Existing employees with IT background	26.19%	11
Specialist consultants on contract	26.19%	11
New employees recruited via specialist IT recruiter	14.29%	6
New employees recruited via non-IT recruiter	9.52%	4
New employees recruited via internal HR using internet sites	16.67%	7
No methods/channels currently being used or discussed	33.33%	14

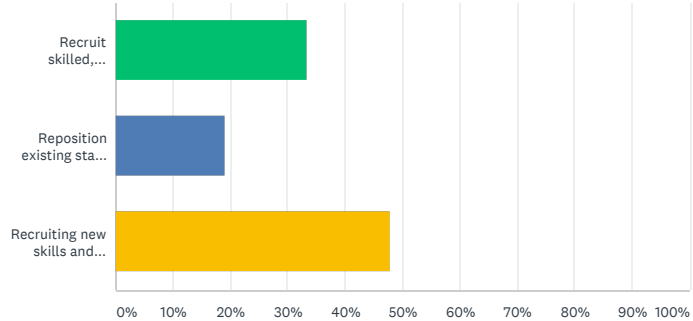
Total Respondents: 42

Q19

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For your organization, what is the most effective way to build big data skills? (Select the most appropriate)

Answered: 42 Skipped: 0



ANSWER CHOICES

RESPONSES

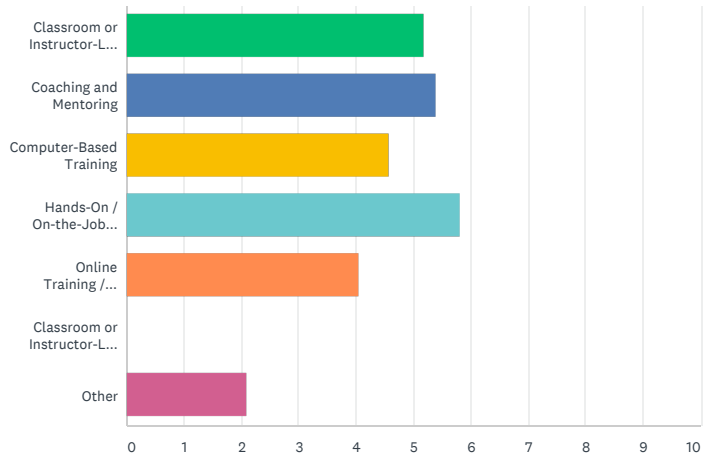
Recruit skilled, experienced people	33.33%	14
Reposition existing staff and retrain for big data	19.05%	8
Recruiting new skills and retraining existing staff are equally important	47.62%	20
<b>TOTAL</b>		<b>42</b>

Q20

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Which of the following tactics does your organization believe will be most effective to retrain existing talent to meet your big data and analytics talent needs? Please rank the following in order of importance (where "1" is the most important):

Answered: 40 Skipped: 2



	1	2	3	4	5	6	7	TOTAL	SCORE
Classroom or Instructor-Led Training	35.14% 13	10.81% 4	16.22% 6	13.51% 5	21.62% 8	2.70% 1	0.00% 0	37	5.16
Coaching and Mentoring	21.05% 8	36.84% 14	18.42% 7	7.89% 3	13.16% 5	2.63% 1	0.00% 0	38	5.37
	5.56%	22.22%	19.44%	27.78%	25.00%	0.00%	0.00%		

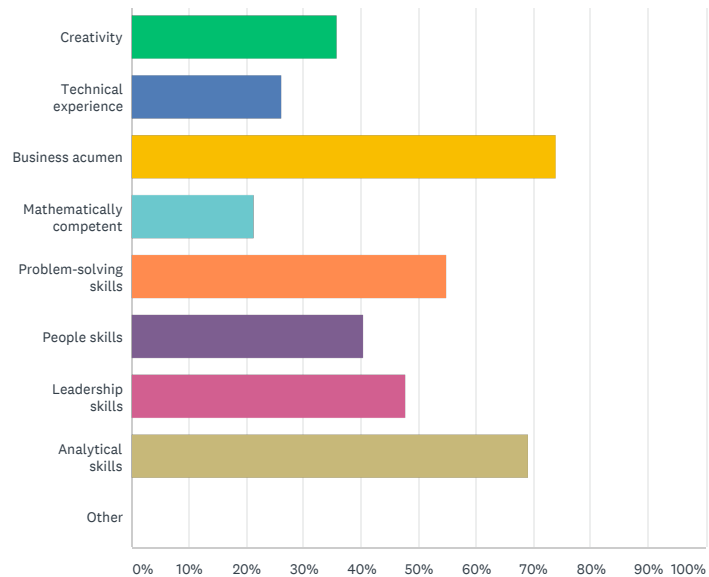
	1	2	3	4	5	6	7	TOTAL	SCORE	
Computer-Based Training		2	8	7	10	9	0	0	36	4.56
Hands-On / On-the-Job Training	40.00% 16	20.00% 8	22.50% 9	15.00% 6	2.50% 1	0.00% 0	0.00% 0	40	5.80	
Online Training / e-Learning	0.00% 0	10.53% 4	21.05% 8	28.95% 11	39.47% 15	0.00% 0	0.00% 0	38	4.03	
Classroom or Instructor-Led Training	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0.00% 0	0	0.00	
Other	0.00% 0	0.00% 0	3.45% 1	0.00% 0	0.00% 0	96.55% 28	0.00% 0	29	2.10	

### Q21

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In your view what are the most important qualities a data-driven executive should have? (Please select a minimum of one and a maximum of three essential qualities)

Answered: 42 Skipped: 0



ANSWER CHOICES	RESPONSES	
Creativity	35.71%	15
Technical experience	26.19%	11
Business acumen	73.81%	31
Mathematically competent	21.43%	9
Problem-solving skills	54.76%	23
People skills	40.48%	17
Leadership skills	47.62%	20
Analytical skills	69.05%	29
Other	0.00%	0

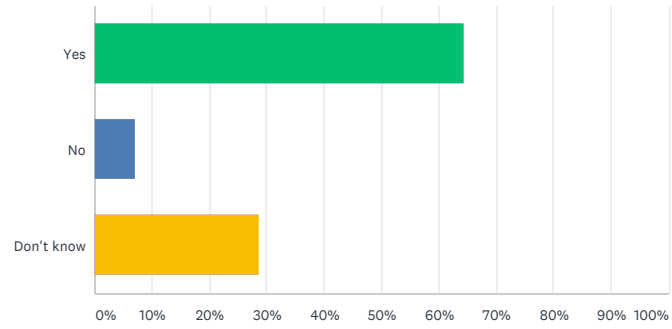
Total Respondents: 42

### Q22

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In your experience, is it difficult to find/develop executives with the right mix of skills needed to advance and lead a data-driven organization?

Answered: 42 Skipped: 0



ANSWER CHOICES

RESPONSES

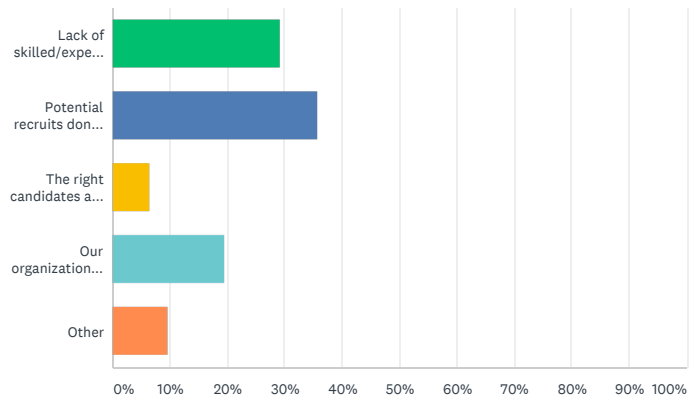
ANSWER CHOICES	RESPONSES	
Yes	64.29%	27
No	7.14%	3
Don't know	28.57%	12
<b>TOTAL</b>		<b>42</b>

Q23

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If yes, what is the main reason for this? (Please tick one option)

Answered: 31 Skipped: 11



ANSWER CHOICES

RESPONSES

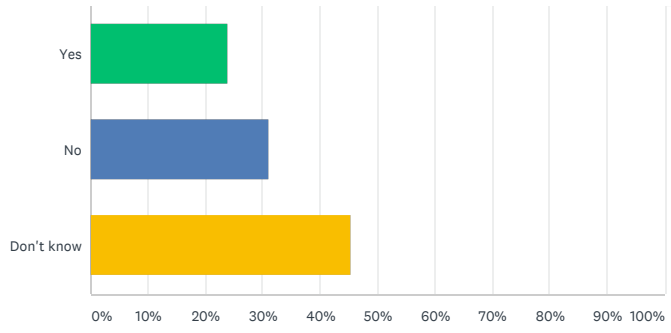
ANSWER CHOICES	RESPONSES	
Lack of skilled/experienced candidates	29.03%	9
Potential recruits don't have the right combination of business/IT/analytics/communication skills	35.48%	11
The right candidates are often too expensive	6.45%	2
Our organization struggles to define what it is looking for	19.35%	6
Other	9.68%	3
<b>TOTAL</b>		<b>31</b>

Q24

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In your experience, do you think today's graduates have the necessary skills to analyze data effectively?

Answered: 42 Skipped: 0



**ANSWER CHOICES**

**RESPONSES**

▼ Yes	23.81%	10
▼ No	30.95%	13
▼ Don't know	45.24%	19
<b>TOTAL</b>		<b>42</b>

ENGLISH