

# Why 89% of Companies are Prioritizing Data Fluency



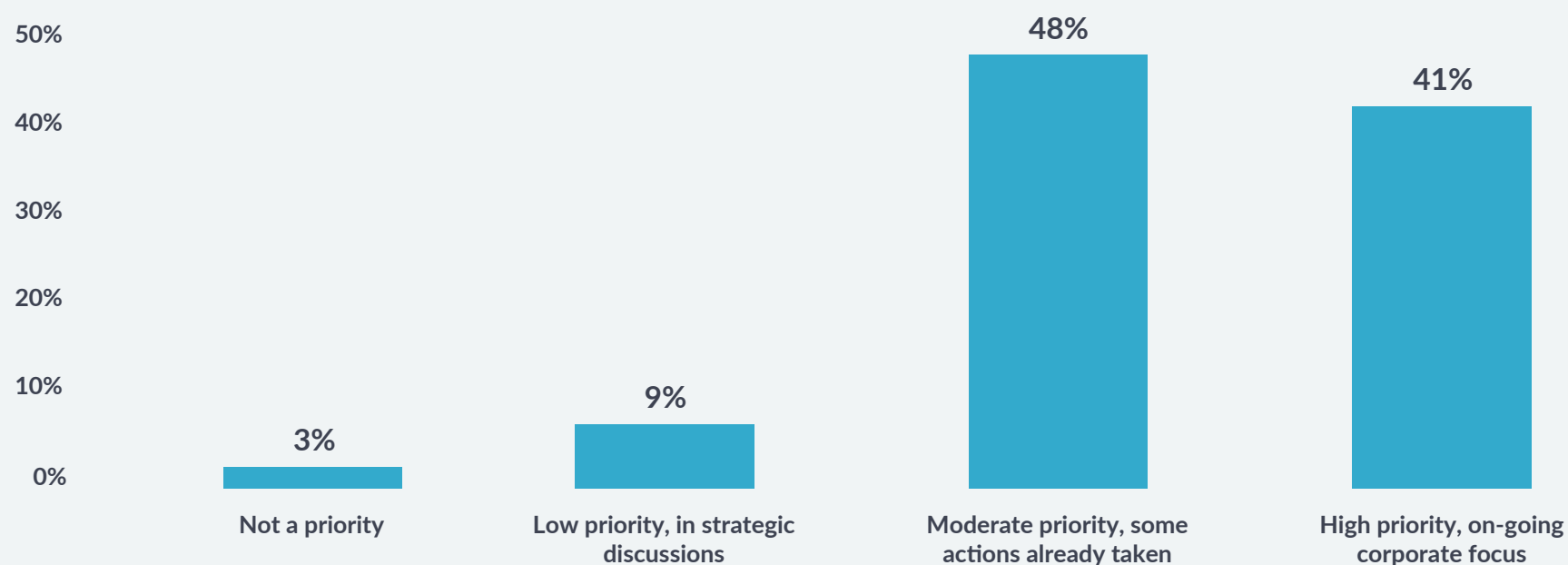
## Learn why data fluency is important to achieve better business results and what it takes to get there.

DataCamp conducted a survey with Training Industry of over 300 Learning and Development leaders from diverse industries including healthcare, technology, consumer goods, government, and finance.\* Responses from these L&D leaders show that investing in data fluency is an urgent priority for companies today due to its direct impact on business outcomes.

If you're interested in building data fluency at your company, visit [datacamp.com/business](https://datacamp.com/business) or [click here](#) to schedule a demo of our platform.

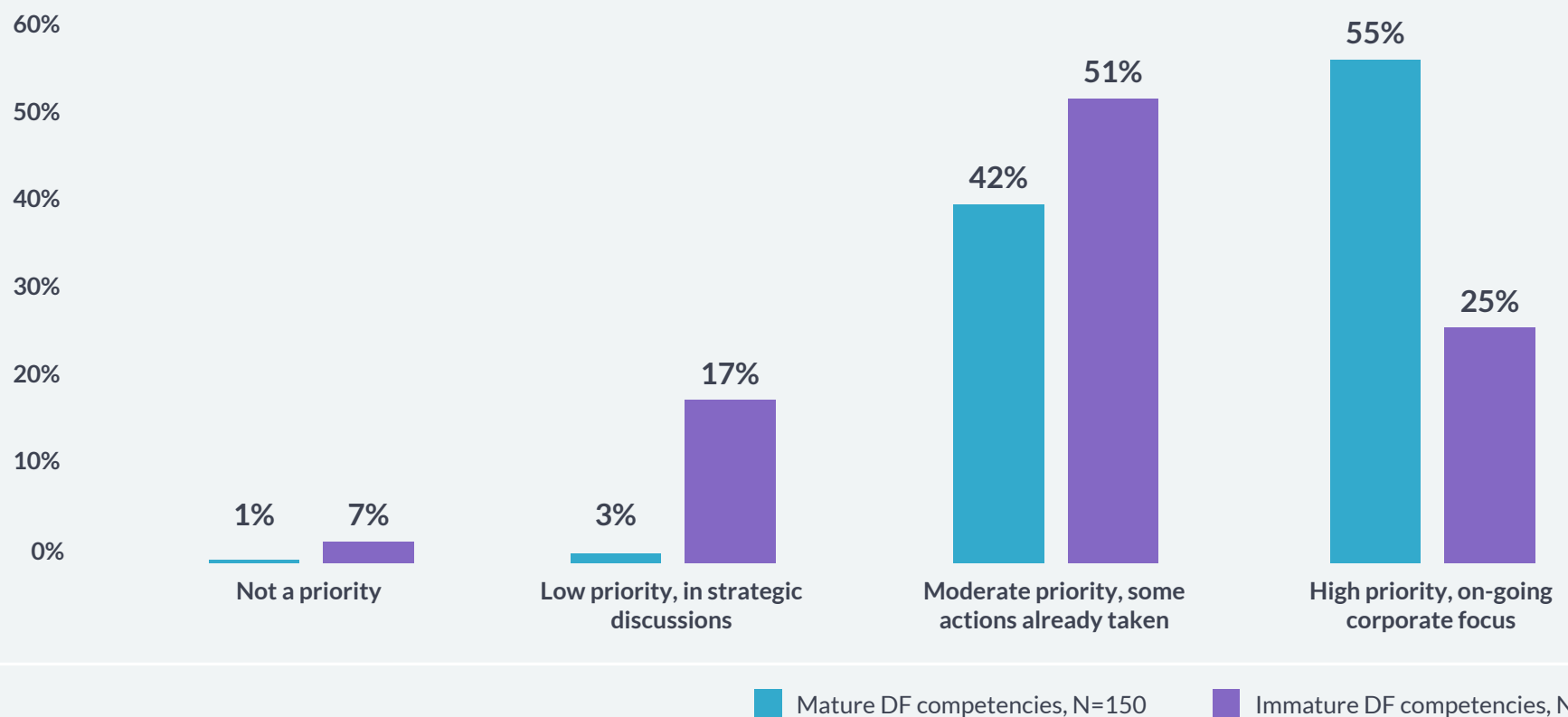
## 89% of companies say building data fluency is a priority for their business.

Describe your company's priority level when it comes to building/improving data fluency.



Data fluency includes a spectrum of skills and proficiencies and means having the appropriate level of data skills to work efficiently and effectively based on the different needs of each job role.

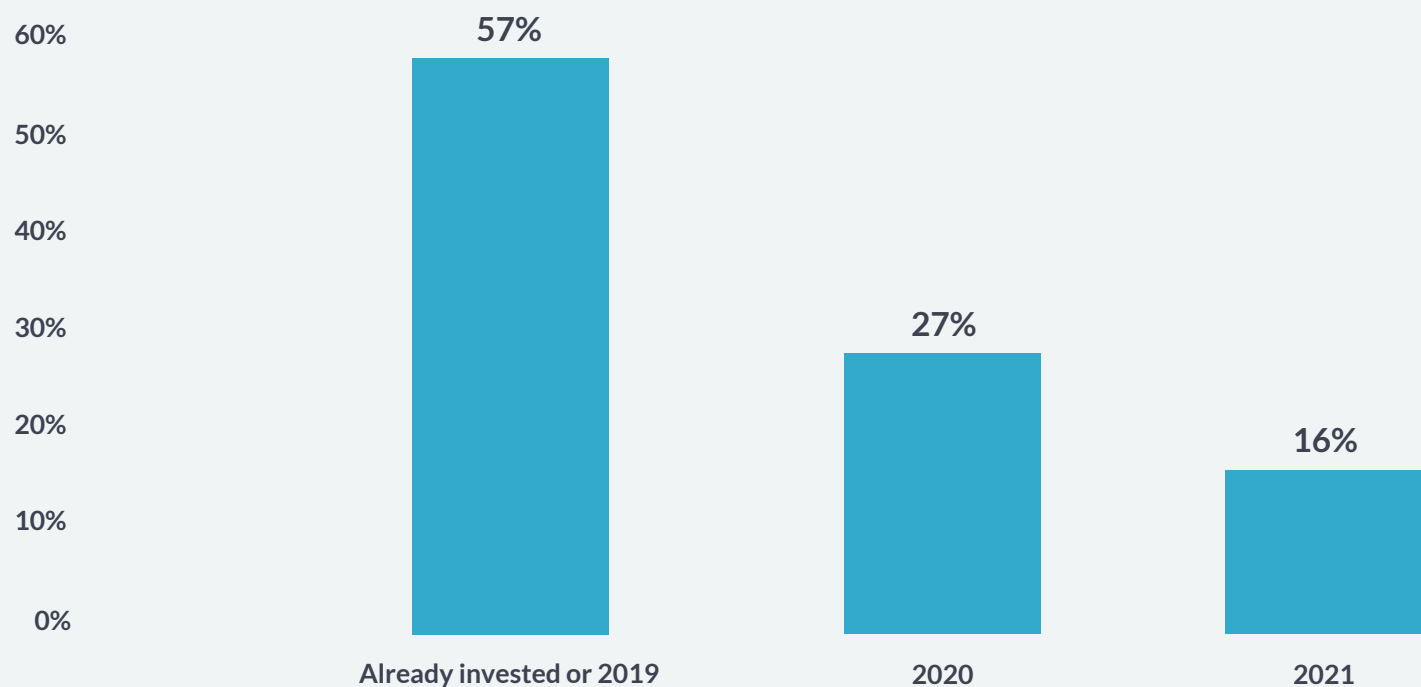
## Describe your company's priority level when it comes to building/improving data fluency.



Interestingly, the percentage of respondents who prioritize data fluency rises to 97% for companies with mature data fluency competencies—which indicates that the more data fluent companies are, the more they acknowledge there's still a long way to go to reach their desired business objectives.

## 84% of companies plan to invest in data fluency by 2020.

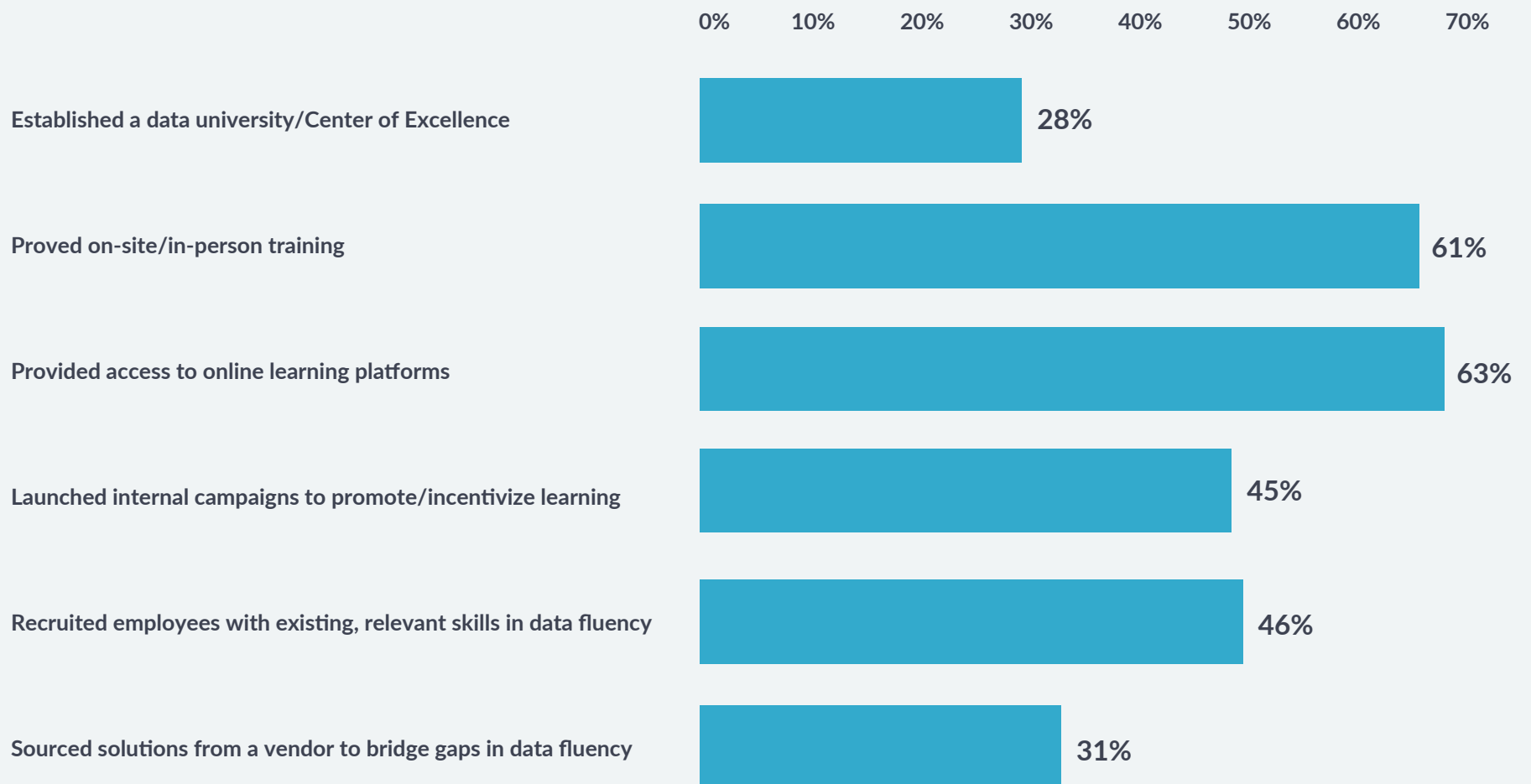
### Investment timeline for companies to invest in data fluency as a core capability



Driving factors for investing in data fluency include greater efficiency and innovation, market forces, and increased revenue and productivity.

## 63% of companies already provide access to online learning platforms.

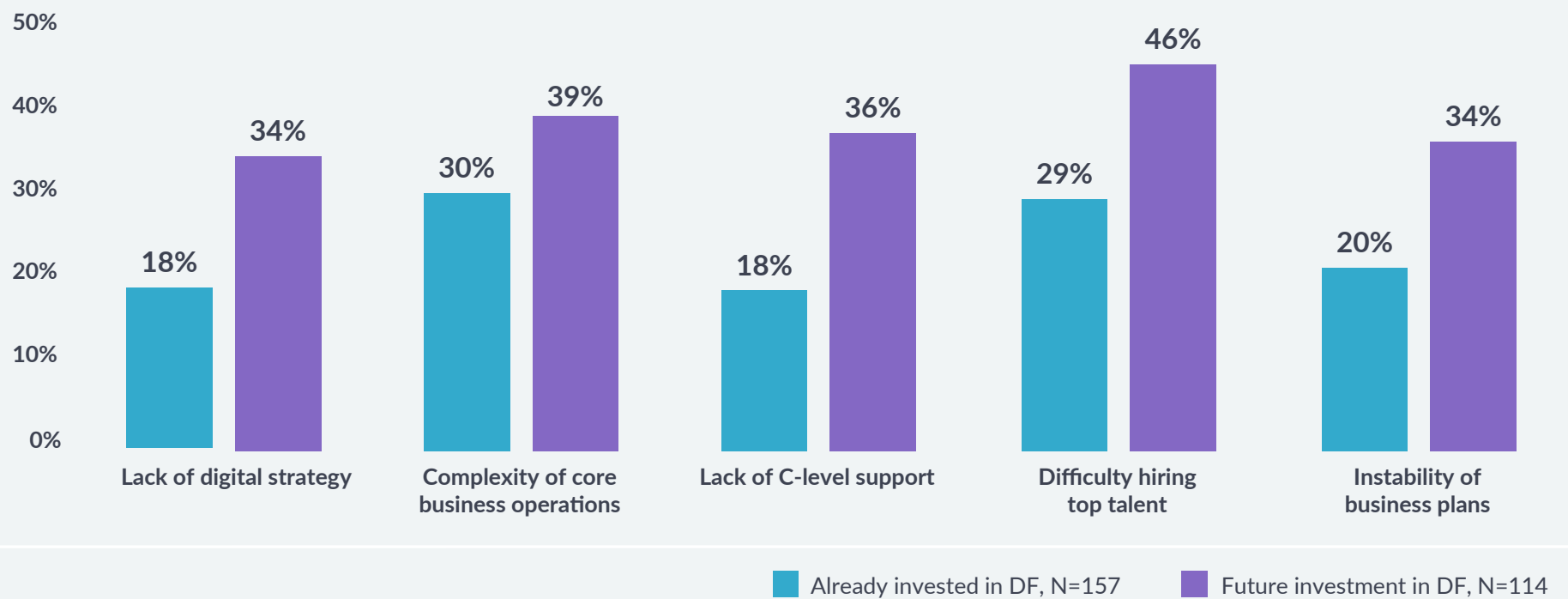
### What actions has your company taken to build data skills?



Providing access to online learning platforms is the most common action companies have already taken to build data skills. Leveraging an external platform like DataCamp to train employees is a critical first step for companies that want to build data fluency capabilities.

## Hiring top talent is the most commonly cited challenge to building data fluency.

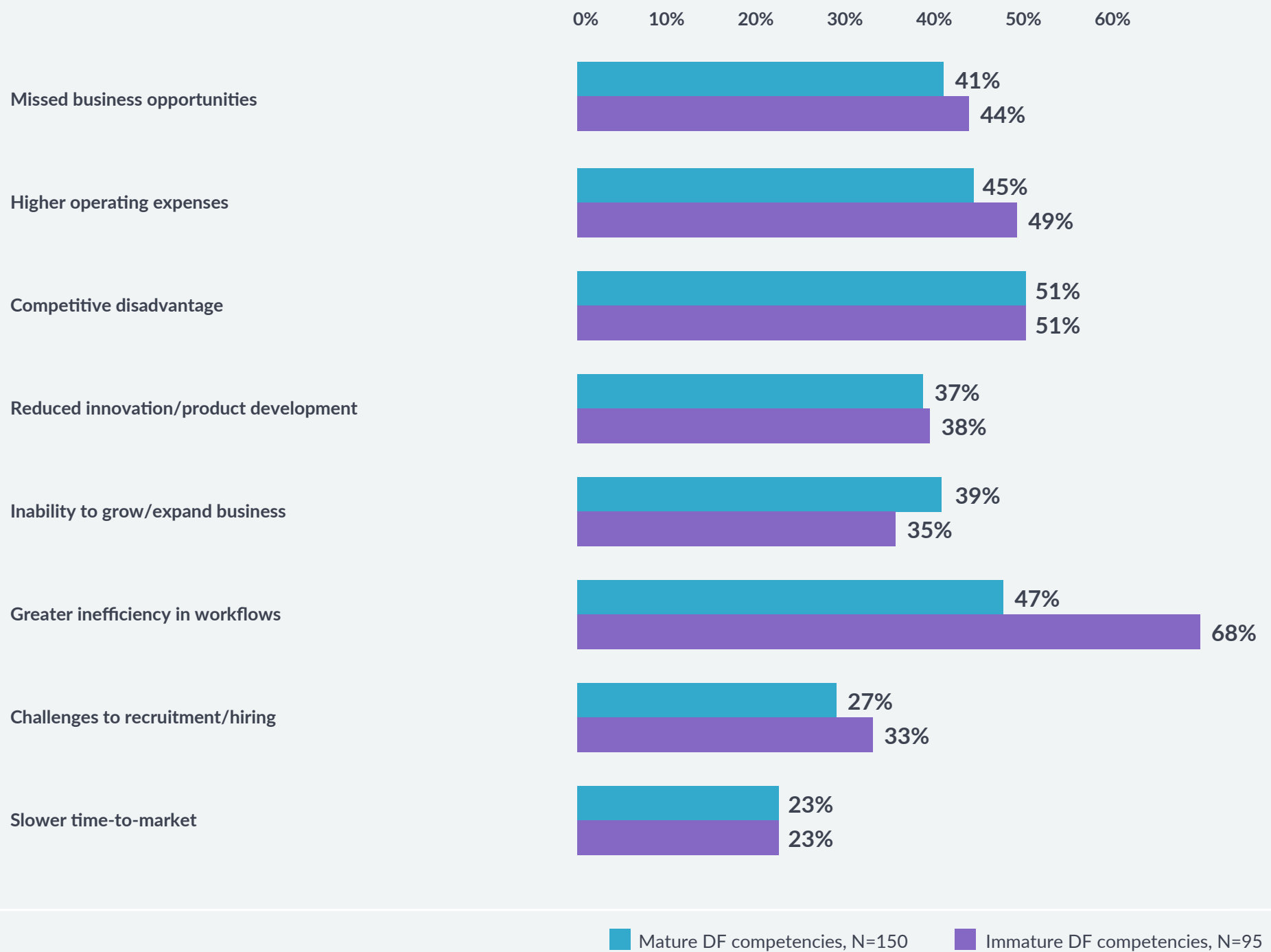
To what extent do the following business challenges prevent your company from building/improving data fluency?



46% of companies that have not yet invested in data fluency—versus 29% that have—are experiencing difficulty hiring top talent. But hiring talent is only one part of the solution—the majority of companies may benefit from retraining and upskilling their existing workforce.

# Immature data fluency leads to greater inefficiency in workflows.

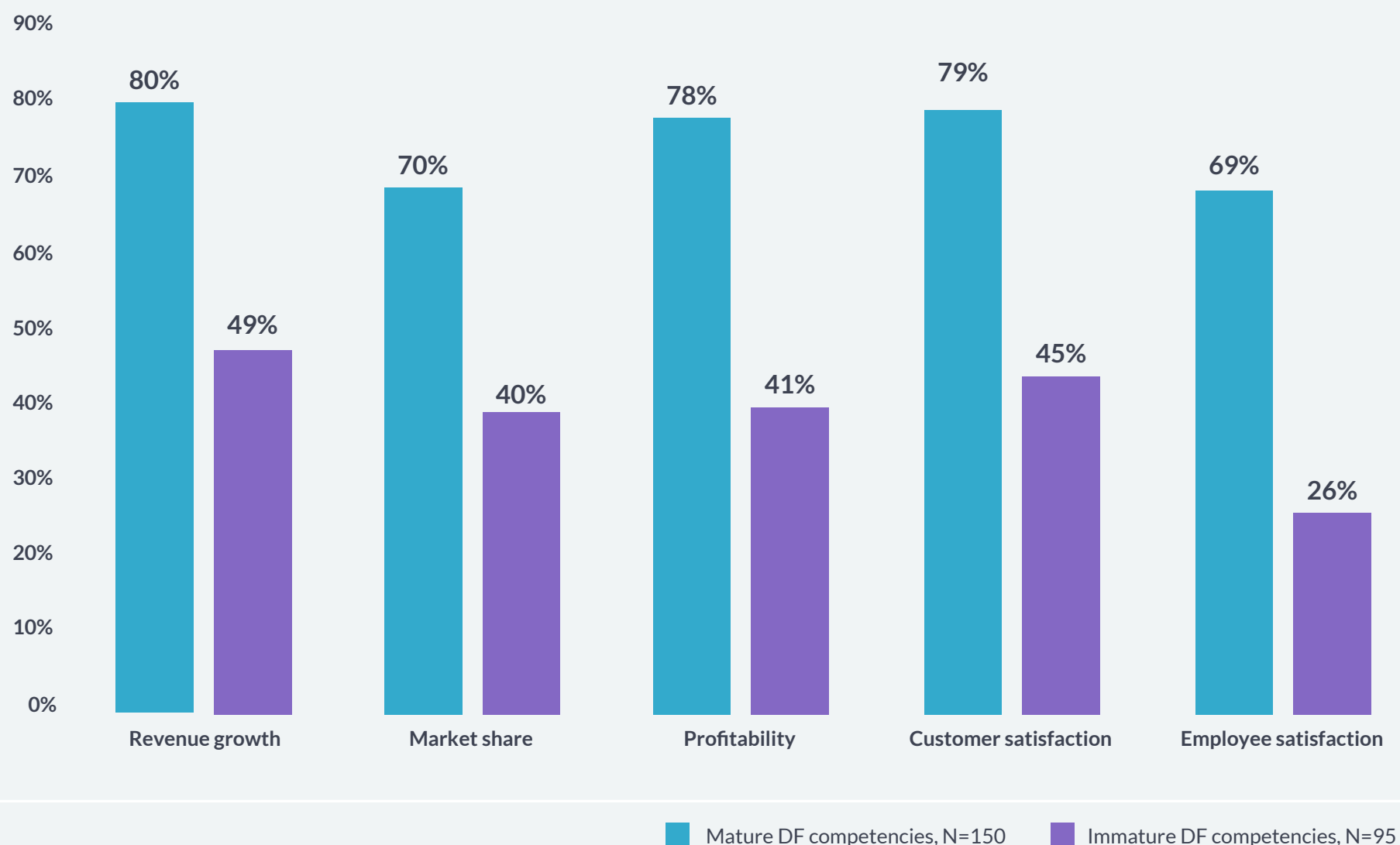
Which of the following are likely to result from a lack of data fluency at your company?



Among companies who report they have immature data fluency competencies, a whopping 68% report greater inefficiency in workflows as a result. Industries with companies who report a higher level of data fluency are tech, finance, and insurance, while government, health, and retail are behind the curve.

## Data fluency leads to better business results.

When compared to the last 5 years, how would you rate your company's current performance in the following areas?



High-performing companies that are mature in data fluency competencies are seeing better results across the board than their peers with immature data fluency competencies. They are experiencing markedly higher revenue growth, customer satisfaction, profitability, market share, and employee satisfaction—showing that data fluency is an important indicator of a company's success.

If you'd like to drive better business results by building data fluency competencies at your company, visit [datacamp.com/business](https://datacamp.com/business) or [click here](#) to schedule a demo of our platform.

