UNCOVERING DARK ANALYTICS



Dark analytics is the analysis of dark data present in the enterprises. Dark data, in general, is considered to be raw data or information buried in the text, tables, figures that organizations acquire in various business operations and store it but, is unused to derive insights and for decision making in business.

THREE CATEGORIES OF DARK DATA

Source: deloitte.wsi.com. deloitte.wsi.com/cio/2017/09/15/dark-analytics-let-there-be-light/

Untapped data: The data companies can already access but have not truly mined, such as online data about retail shopping patterns.

Nontraditional data: More obscure forms of unstructured data, such as audio, video, and image files, that require specialized tools or techniques to analyze, and so are not being analyzed currently.

Deep web: The unindexed data that is curated by academics, consortia, government agencies, communities, and other domains in the deep web, which generally requires third-party capabilities to access and analyze.



of all information currently stored and

processed by organizations around the world is considered 'dark' data, whose value is unknown, according to the 2016 Veritas's Global Databerg Report.





The Data Genomics Index found that

of stored data has not been touched in

over three years, and is considered 'stale.'

The U.S. is in a mid-range position with

54% of unknown data



in productivity could be achieved in 2020 if

organizations can analyze all relevant data and deliver actionable information, according to the International Digital Corporation

\$ \$	\$ \$	\$
\$ \$	\$ \$	\$
\$ \$	\$ \$	\$

is the expected cost of dark data that organizations around the world will incur by 2020 if the dark data





is still left untamed.

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