



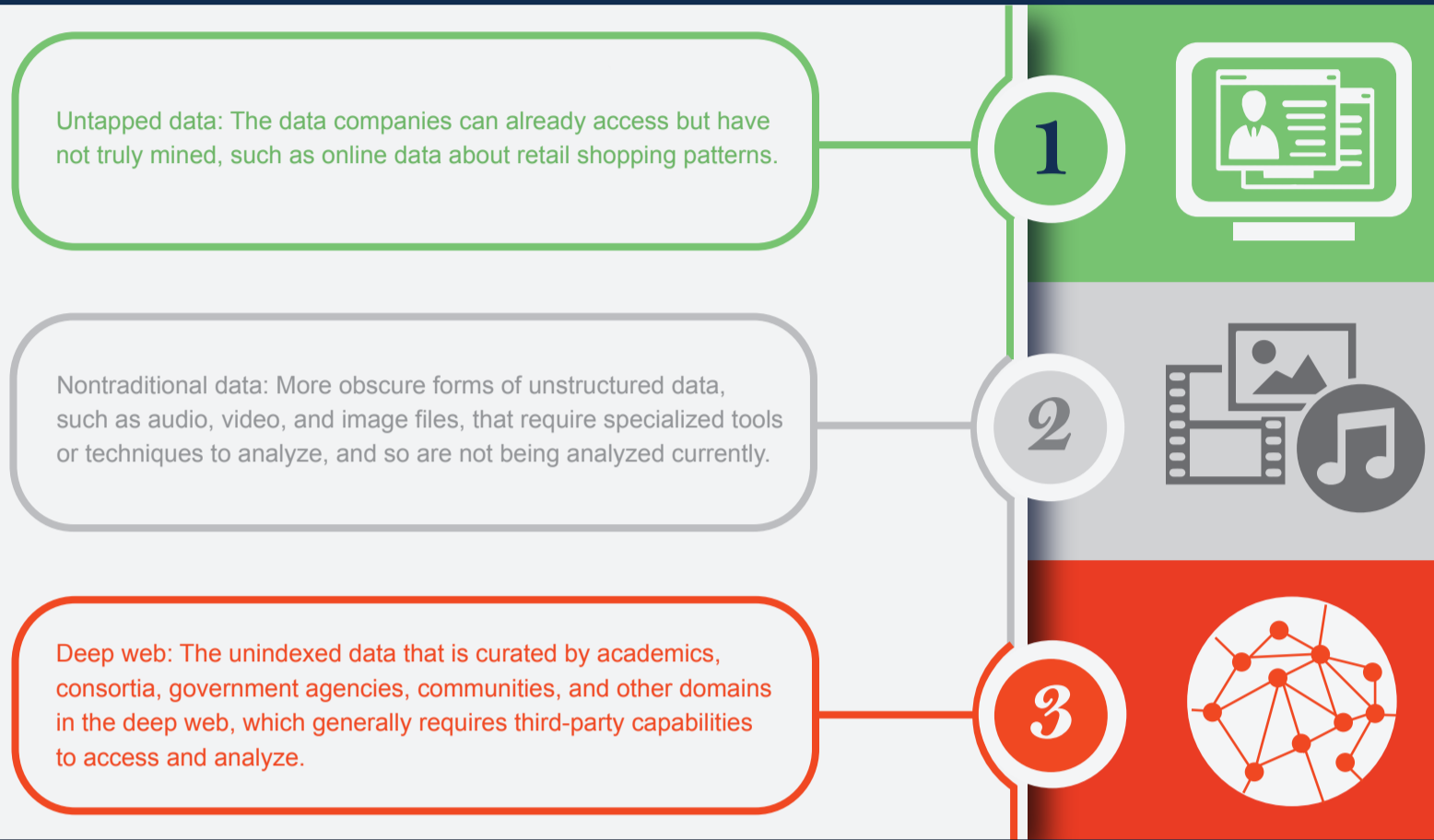
# UNCOVERING DARK ANALYTICS



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.wsj.com](http://deloitte.wsj.com), [deloitte.wsj.com/cio/2017/09/15/dark-analytics-let-there-be-light/](http://deloitte.wsj.com/cio/2017/09/15/dark-analytics-let-there-be-light/)



# 52%

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.



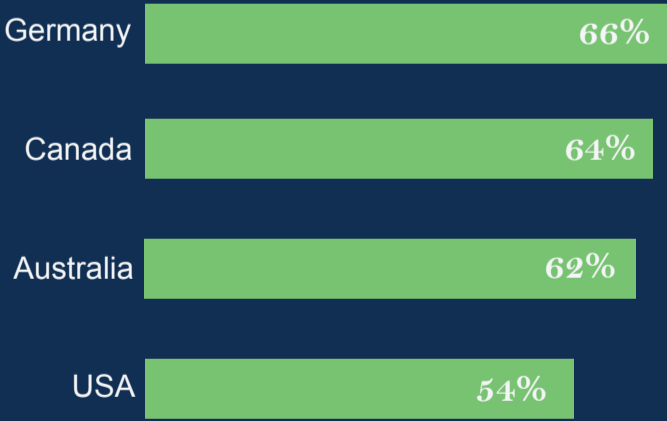
The Data Genomics Index found that

# 40% +

of stored data has not been touched in over three years, and is considered 'stale.'

The worst dark data offender is Germany with **66% of dark data**

The U.S. is in a mid-range position with **54% of unknown data**



# \$430 billion

in productivity could be achieved in 2020 if organizations can analyze all relevant data and deliver actionable information, according to the International Digital Corporation



# \$3.3 trillion

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



### Sources:

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- <https://www.veritas.com/news-releases/2016-03-15-veritas-global-databerg-report-finds-85-percent-of-stored-data>
- <http://analytics-magazine.org/dark-analytics-shedding-light-new-business-asset-2/>
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