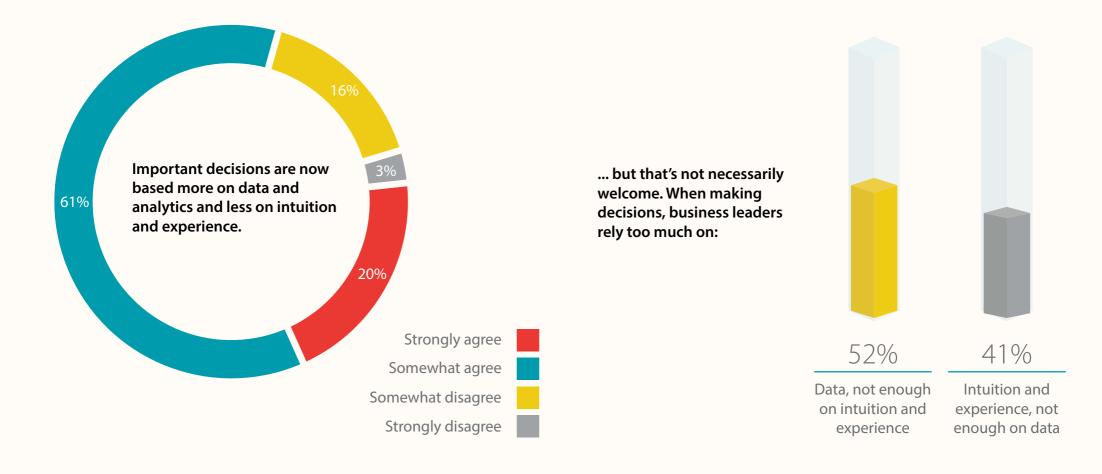
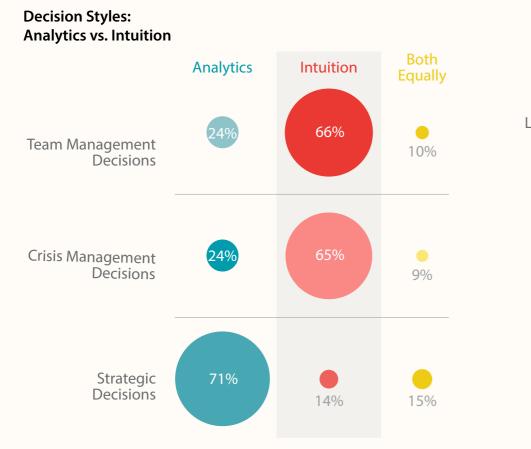
## FACTS vs. FEELINGS



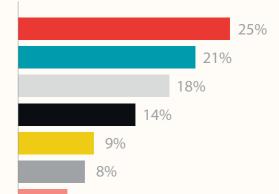
Big data is big news in management boardrooms. But a Smith School of Business survey shows intuition and experience are still highly valued.





## What's holding back data-driven analytics?

Availability of Reliable Data Lack of Collection or Analytics Tools Lack of Skilled Staff Not Enough Time Intuition or Data Interpretation Cost



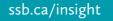
Impact of Data Integration

Methodology of Data Collection

Corportate Culture

6% 6% 5%





**Source:** The survey includes the results of 250 telephone interviews conducted in March and April 2016 in four major Canadian urban centres. It is a follow-up on an earlier telephone survey with 250 senior managers, conducted in July and August 2015. The survey was commissioned by Smith School of Business and conducted by Environics. Some respondents preferred not to answer some questions or offered multiple or no opinions.