

TOP 10 BI & DATA TRENDS 2021

2020 has taught us that we need the ability to adapt quickly. What role will data analytics play? And how can you prepare your organization for a more disruptive world?

SaaS is everyone's new best friend.

In 2020, the increased use of cloud services was essential to keeping the lights on. Going forward, the switch to SaaS will trigger the migration of databases and applications. After that, technologies that can access and integrate data from multiple sources will follow.



90%

GARTNER PREDICTS:

By 2022, **public cloud services will be essential for 90%** of data and analytics innovation.¹

2

Self-service has evolved to self-sufficiency.

A RECENT GARTNER POLL SHOWS:

48% of employees will likely work remotely at least part of the time after COVID-19, versus 30% before the pandemic.²

pre-pandemic **30%**

post-pandemic **48%**

When users are remote, intuitive ramp-up is critical. And because users want insights to come to them, the delivery of micro-insights and data stories will increase. In addition, empowering users to access data and insights earlier will enable the move from visualization self-service to data self-sufficiency.



Shared data, visualizations and storytelling are consumed by the masses.

In 2020, data exploded in mainstream news – and then became politically fraught. How do we double-click beyond the visualization? Technically, an expansion of context will be supported by more common data models and business logic – but we also need intellectual honesty in debating data.



IDC PREDICTS:

By 2022, **1/3 of Global 2000 companies will have formal data literacy improvement** initiatives in place to drive insights at scale, create sustainable trusted relationships, and counter misinformation.³

4

Up-to-date and business-ready data are more important than ever.

5

Advanced analytics need to look different.

6

It's essential to capture and synthesize "alternative" data.

7

Business processes reengineering takes center stage.

8

The compass for competition, surveillance and security has been recalibrated.

9

Collaboration has to coalesce earlier in the chain.

10

The Great Digital Switch may force a generational shift in analytics.

Get the full story on all 10 trends.

Go deeper – and see short and midterm predictions – with our 2021 trends webinar, eBook and more.

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ABOUT QLIK

LEAD WITH DATA Qlik

Qlik's vision is a data-literate world, where everyone can use data and analytics to improve decision-making and solve their most challenging problems. Qlik provides an end-to-end, real-time data integration and analytics cloud platform to close the gaps between data, insights and action. By transforming data into active intelligence, businesses can drive better decisions, improve revenue and profitability, and optimize customer relationships. Qlik does business in more than 100 countries and serves over 50,000 customers around the world.