TIMI
MARKET RESEARCH FOR DATA ANALYSIS SOFTWARE
COUNTRIES: DE, US, FR, UK

TIMi
CREATIVITY THROUGH EFFICIENCY

Results

- Analysis of business sector dynamics and future challenges related to data use
- Analysis of differences in company performance according to their use of data
- Assessment of CTOs' two-year vision for data analysis

Solutions

- Conduct a quantitative B2B survey targeting 100 CTOs per country
- Analyze market trends and evaluate existing tools by reviewing industry reports
- Create a White Paper detailing market trends and tools, then share the results via a LinkedIn campaign for increased visibility

Context & Requirements

- **Hypotheses**: Companies are facing major challenges in data analysis while emerging opportunities and trends can be expected over the next two years
- **Question**: What are the current state and challenges of data analytics in companies, and what are the trends and opportunities to be taken into account?
- **Objectives**: Evaluate current data analytics challenges and discover trends and opportunities

Into The Minds