

Divemasters

A below-the-surface look at 2015 analytics trends



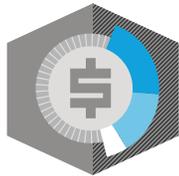
Supertrend: Quadruple down on data security

In 2014, the business world got walloped on the issue of data security, and there are few reasons to believe 2015 will be much better. With the volumes of data being captured and managed by organizations today, analytics is the first and last line of defense for data security—a theme that pervades all the other trends on this list.



The Analytics of Things

As the Internet of Things generates massive amounts of structured and unstructured data from new sources, are companies prepared with the new class of big data analytics required to uncover and capture value?



Monetize this?

A lot of people are saying that data shouldn't just be managed as an asset—it should be valued as one. So the more data you have, the better, right? It may not be so simple.



Bionic brains

The convergence of machine and human intelligence is disrupting traditional decision-making, as cognitive computing leads to cognitive analytics. While both are still in their early stages, it's time to start wrestling with the implications on businesses, industries—and society at large.



The rise of open source

As open source solutions continue to find new inroads into the enterprise, do business and technology leaders have a handle on their proper place in the ecosystem?



Tax analytics: Striking gold?

Tax leaders within companies have generally been slower to adopt analytics than their peers in other parts of the business. But now many view this as the time for the quantitative field of tax to take its game to the next level.



Universities step up

As higher education churns out more data scientists and quantitative analysts to meet the rising demand, the skills needed by the business world continue to evolve. Design thinking, visualization, and storytelling skills may need to play a bigger role.



Accuracy quest

The data brokerage business continues to heat up—along with questions about the underlying accuracy of all that data trading hands. How much inaccuracy is acceptable—and what's the plan for improving the data with so much at stake?



Bubbles to watch

- Facial recognition and geospatial monitoring
- Citizen backlash against the use of personal data
- Analytics driving the physical world

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