To discover today’s cloud and data analytics trends across EMEA, Vertica has surveyed 240 data experts from industry leading organizations. This infographic provides insights into how businesses leverage data analytics and what challenges they face when implementing Predictive Analytics, Artificial Intelligence and Machine Learning capabilities.

Top Analytics Projects organizations are pursuing in 2022:

1. Business intelligence and reporting (73%)
2. Predictive Analytics for business decision making (34%)
3. Customer behavior analytics (26%)
4. Embedded analytics for software development (13%)

Cloud, On-premises or Hybrid?

- 52% will choose the best infrastructure for each workload in a hybrid setup
- 33% are moving everything to one of the major public clouds
- 11% will remain all on-premises
- 4% are moving to the public cloud but it will divided over multiple clouds

Where are businesses in their predictive analytics journey?

- 64% of businesses are actively pursuing predictive analytics
- Only 25% are successfully implementing AI/ML models in production
- 36% are not sure how to go about working on predictive analytics

The top AI/ML implementation challenges are:

1. Shortage of data science skills
2. Integration of different data sources
3. It is too time consuming

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*Questions allowing multiple answers yielded more than 100% total response