

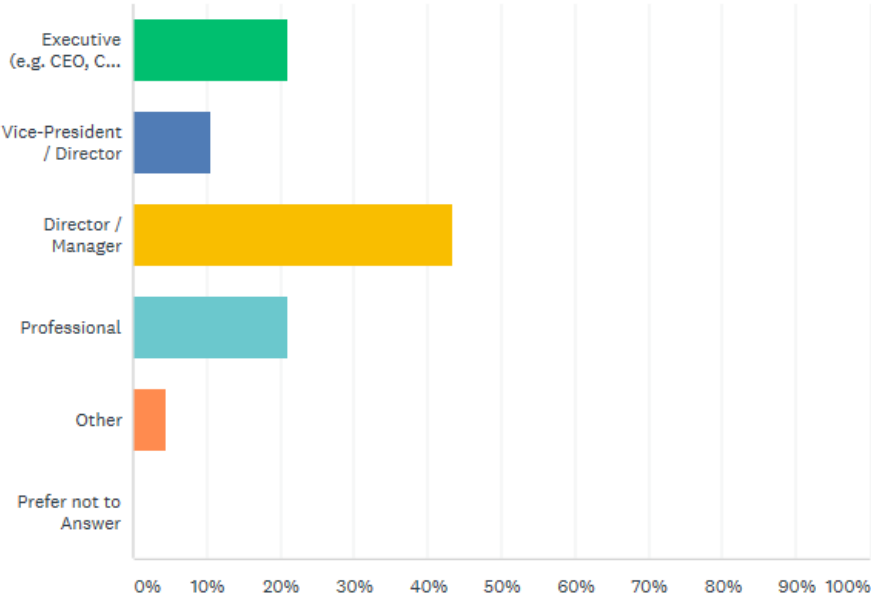


CPA Ontario Big Data Survey Results

December 31, 2019

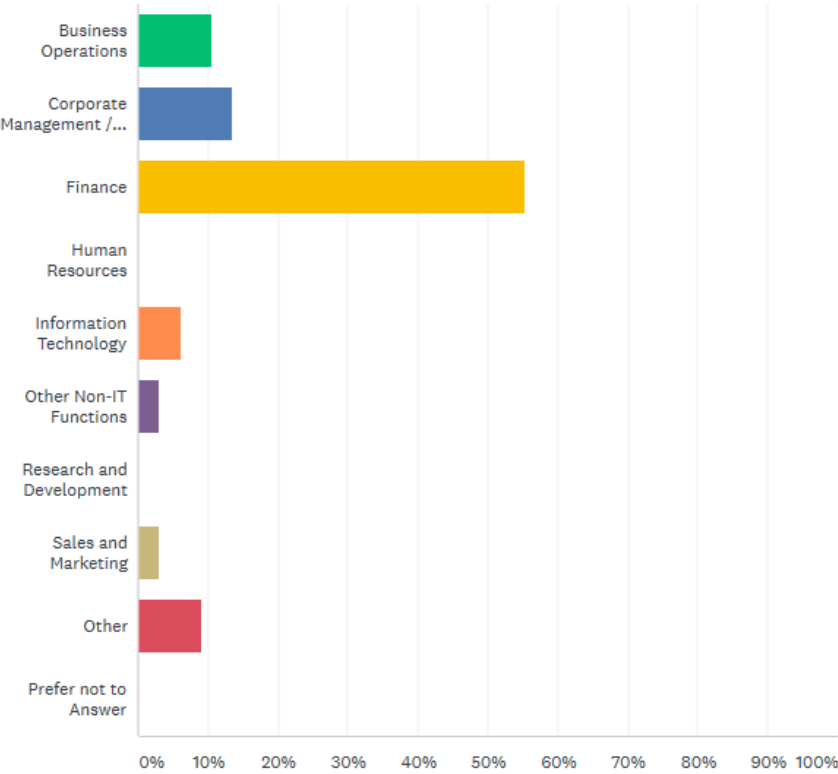
Which of the following best describes the position you hold in the organization? Please select one answer.

Answered: 67 Skipped: 0



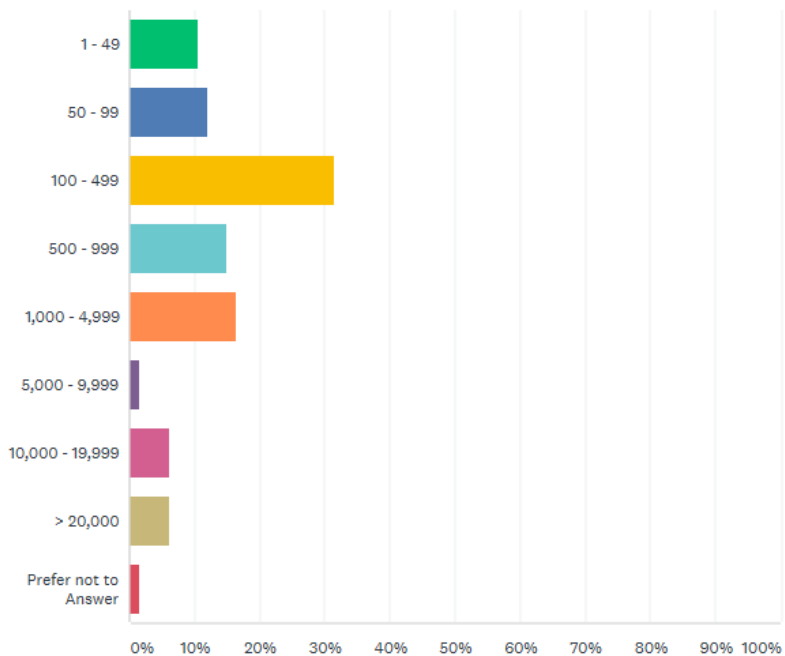
Which of the following best describes the function you hold in your organization? Please select one answer.

Answered: 67 Skipped: 0



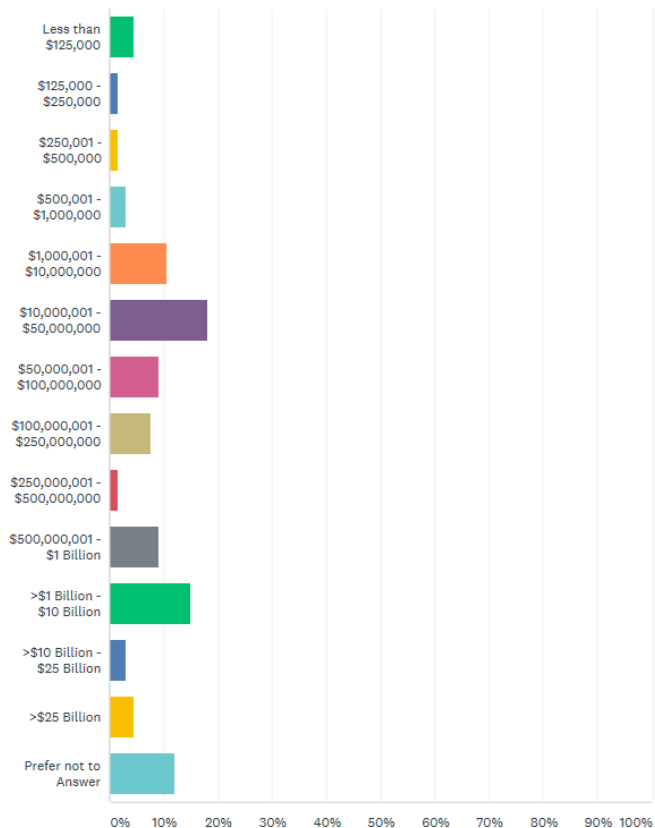
How many employees does your organization employ in Canada? Please select one answer.

Answered: 67 Skipped: 0



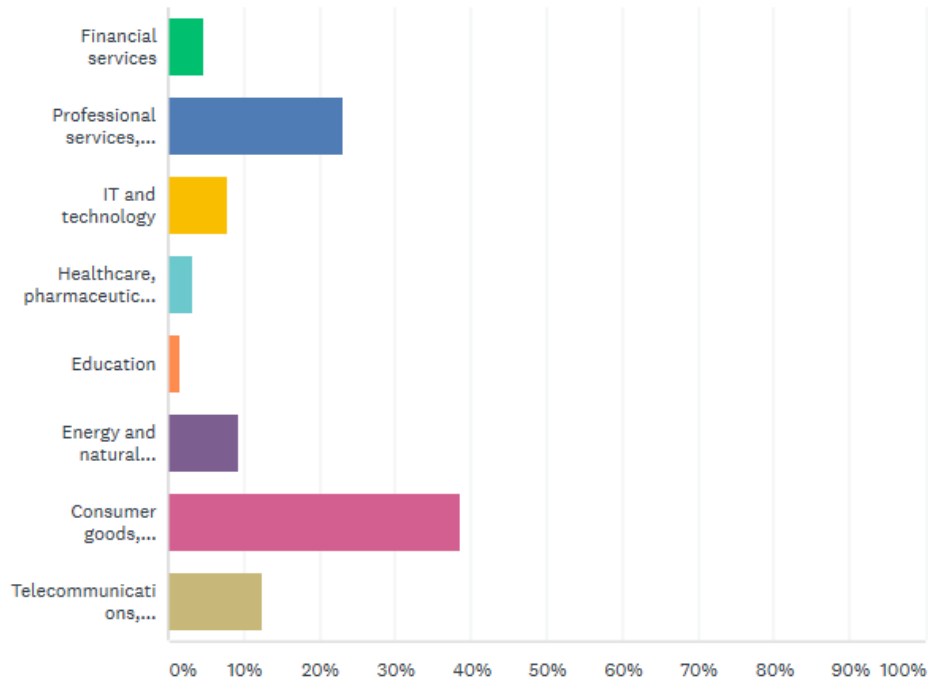
What was your organization's total annual gross revenues in 2015 in Canada (\$CDN)? Please select one answer.

Answered: 67 Skipped: 0



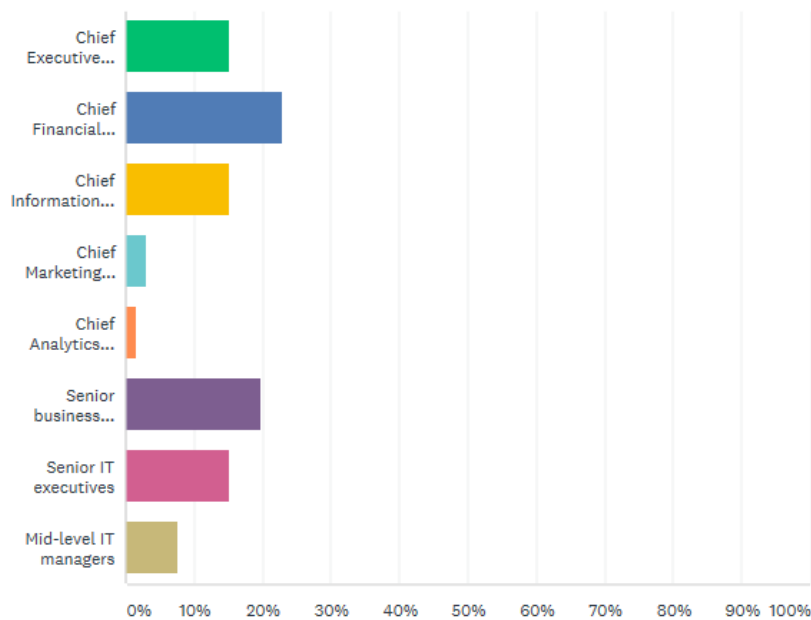
Which of the following best describes your organization's major industry?
Please select one answer.

Answered: 65 Skipped: 2



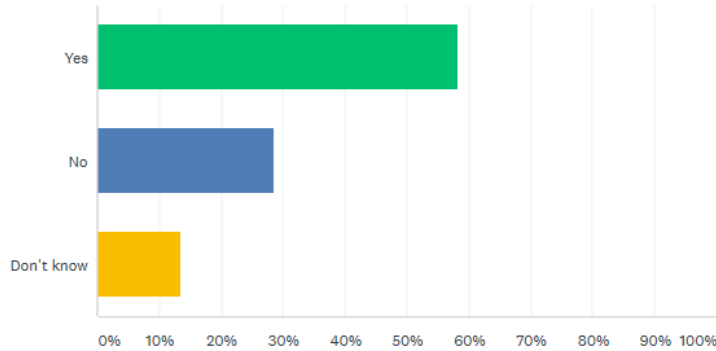
Please identify the title of the senior-most executive champion for big data and analytics strategy in your organization (e.g. Chief Executive Officer, Chief Analytics Officer)

Answered: 66 Skipped: 1



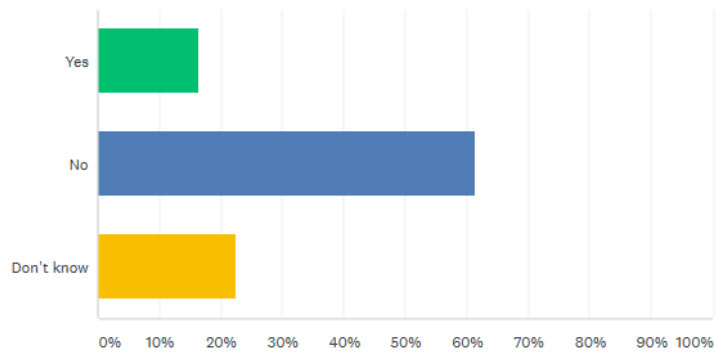
Does your organization consider big data and analytics as a key component of your enterprise-wide strategy?

Answered: 67 Skipped: 0



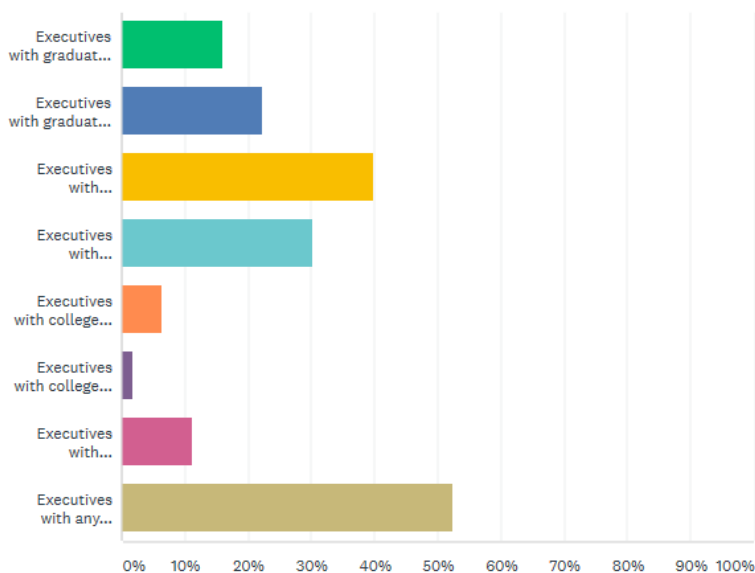
Does your organization currently have the big data and analytics executive talent needed?

Answered: 67 Skipped: 0



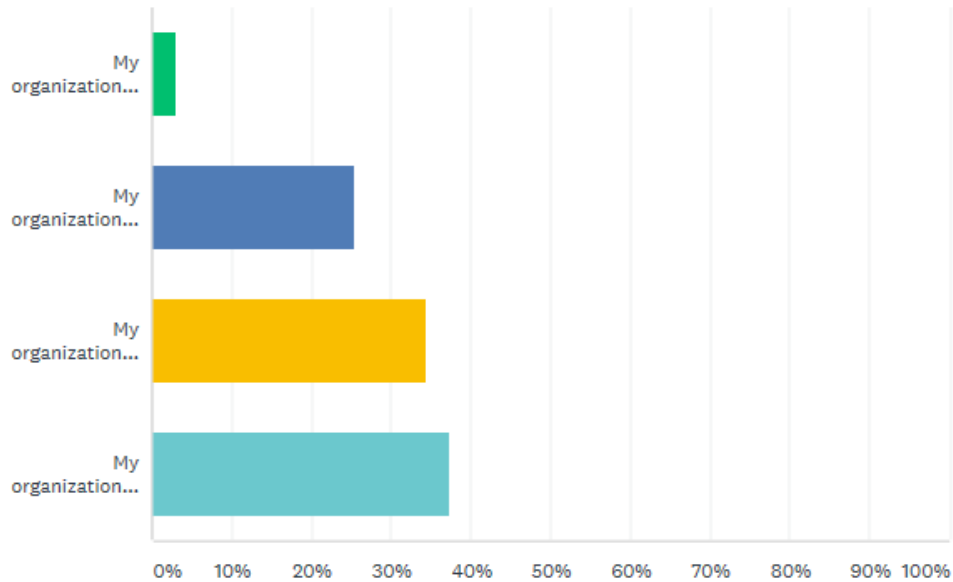
What is your organization's ideal education and training background for your executive big data and analytics talent? Please select the top three answers:

Answered: 63 Skipped: 4



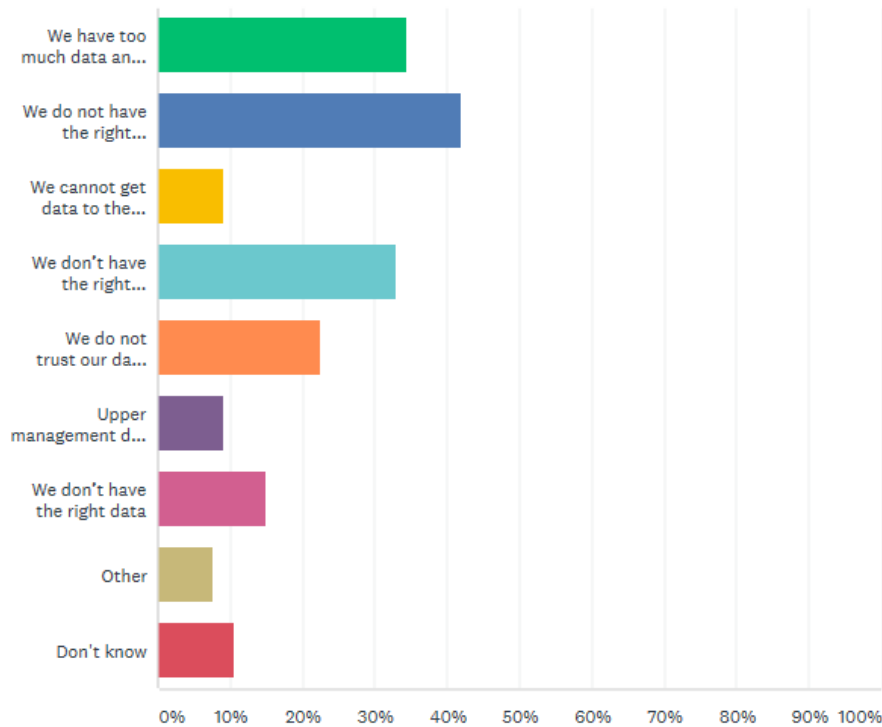
To what extent has your organization already deployed big data and analytics?

Answered: 67 Skipped: 0



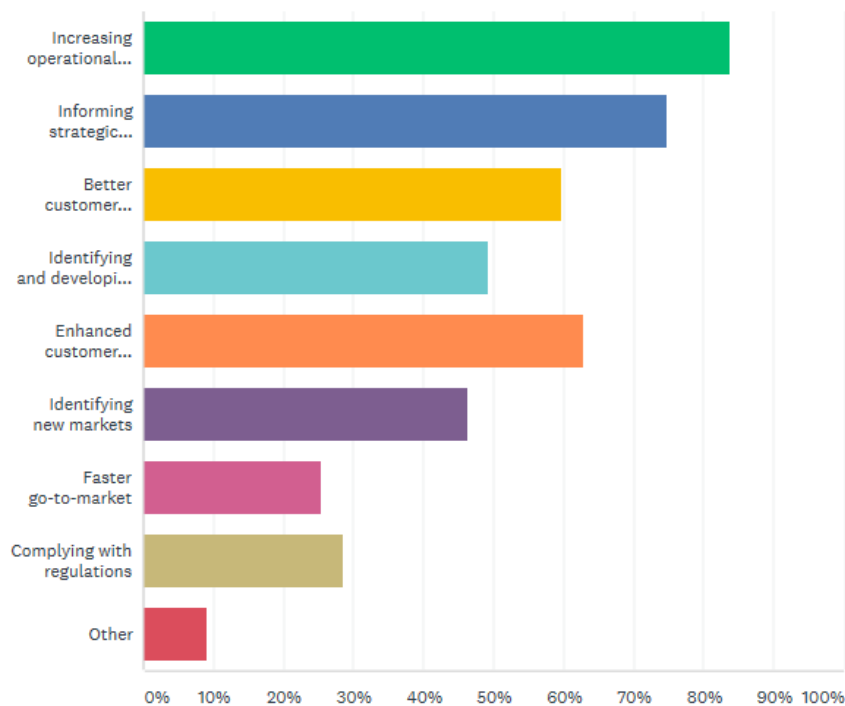
What are your organization's biggest challenges in extracting value from big data? Select up to two.

Answered: 67 Skipped: 0



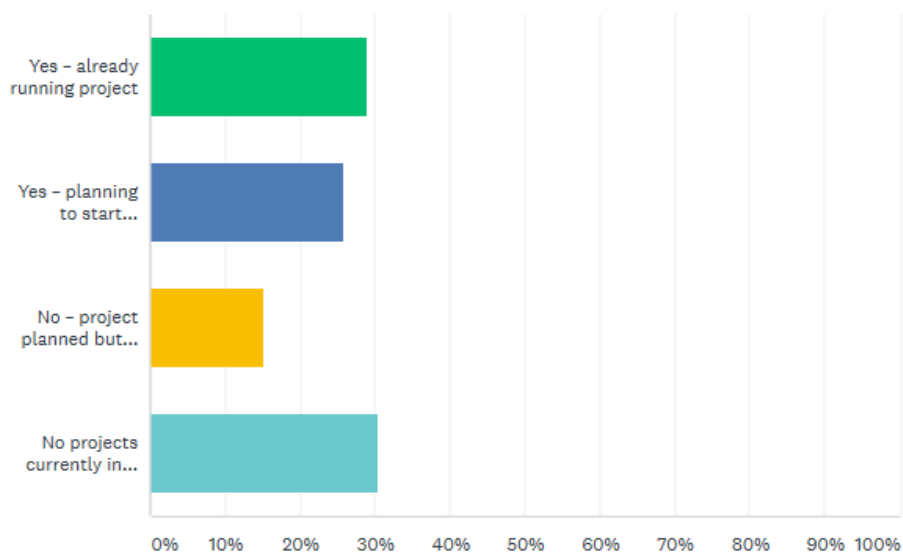
What opportunities do you see for your organization as the result of the availability of increased amounts of data? Select all that apply.

Answered: 67 Skipped: 0



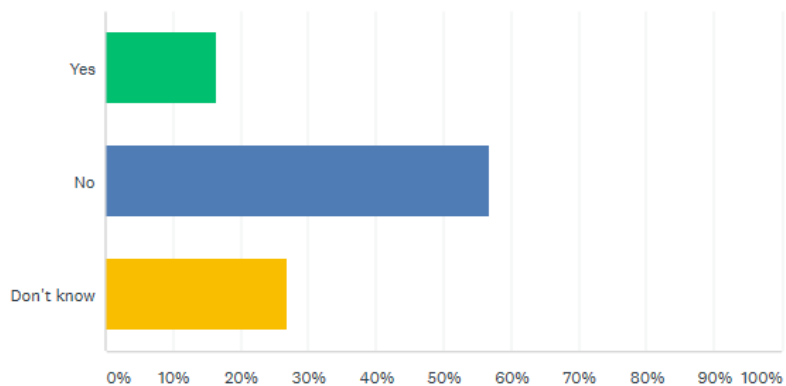
Is your organization either currently engaged in or planning to embark on a big data project within the next two years?

Answered: 66 Skipped: 1



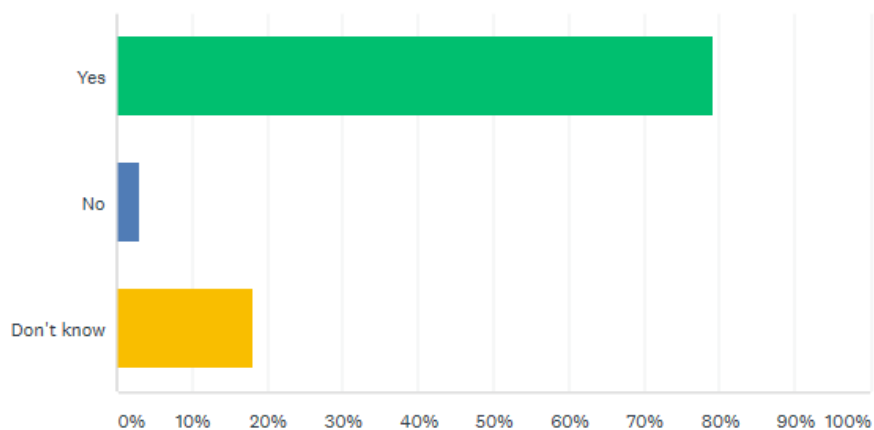
Does your organization have a strategy or road map for developing big data skills?

Answered: 67 Skipped: 0



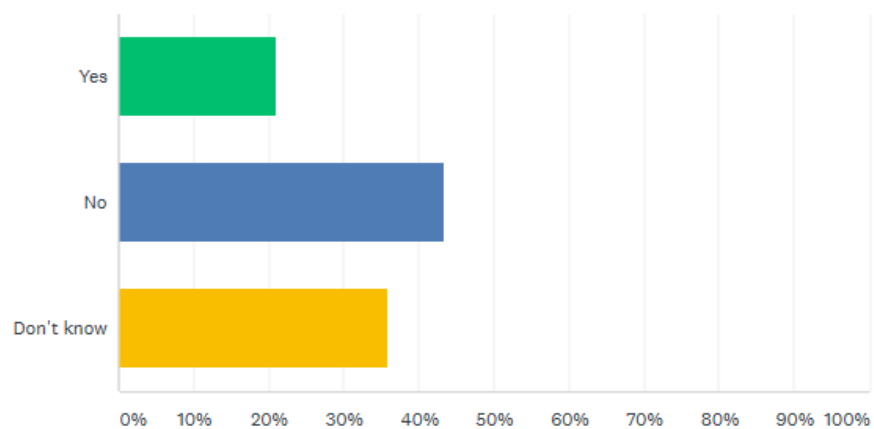
Do you believe there is a skills shortage in the area of data science/big data/data analytics?

Answered: 67 Skipped: 0



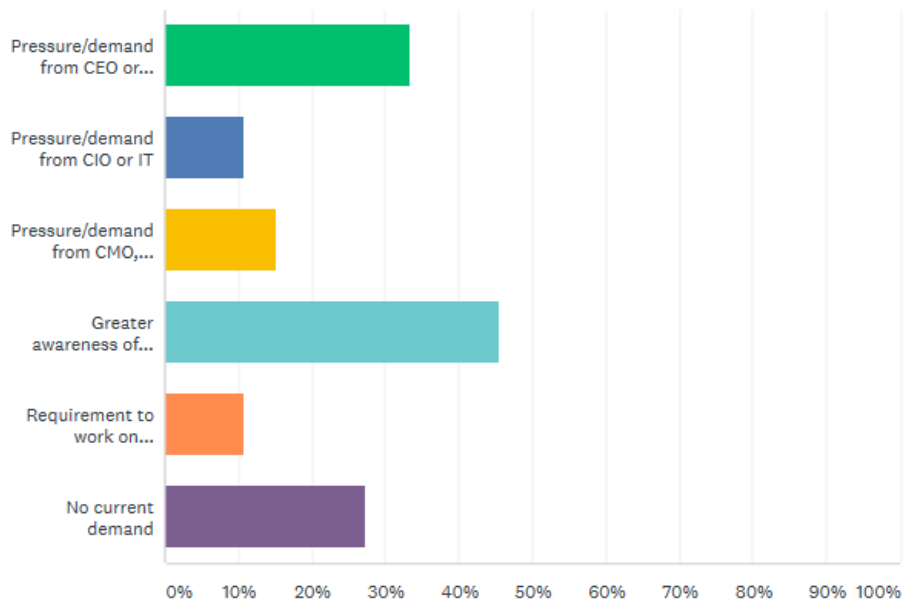
Are you currently recruiting or thinking of recruiting big data roles?

Answered: 67 Skipped: 0



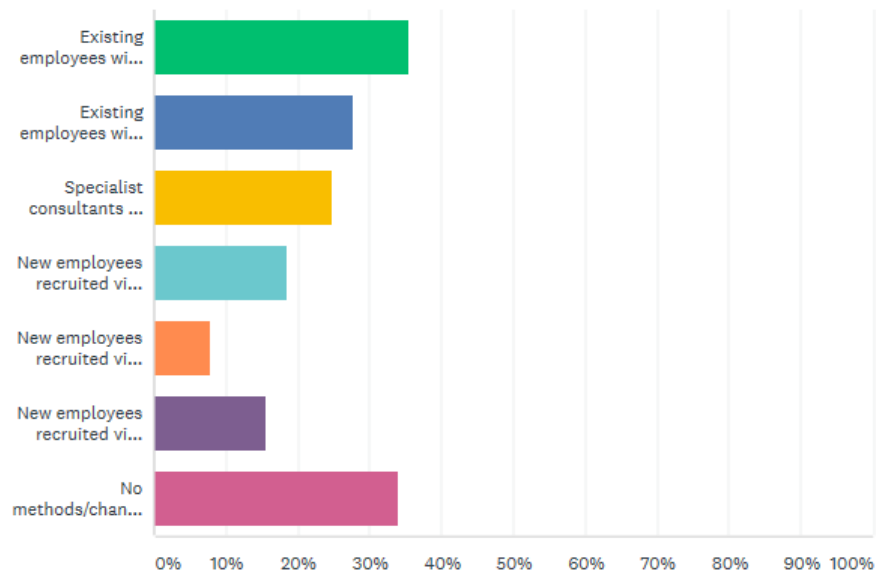
What area(s) of the business is this demand coming from/what is the main driver for big data recruitment? (Select all that apply)

Answered: 66 Skipped: 1



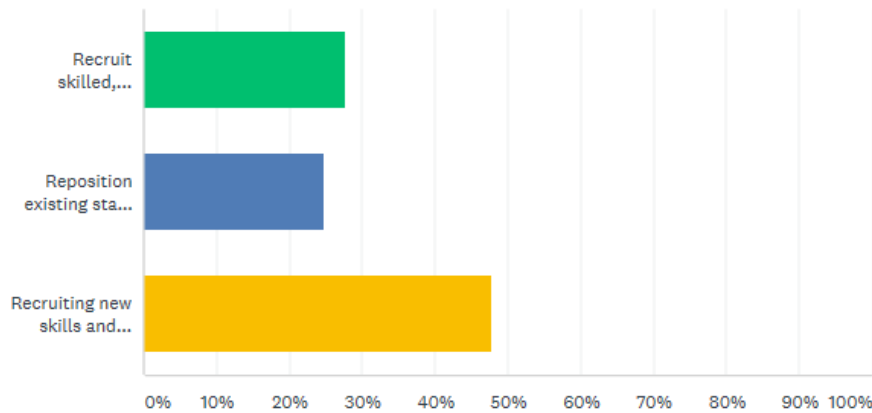
What methods/channels are you using (or would you anticipate using) in the recruitment process in order to identify potential candidates for executive big data roles? (Select all that apply)

Answered: 65 Skipped: 2



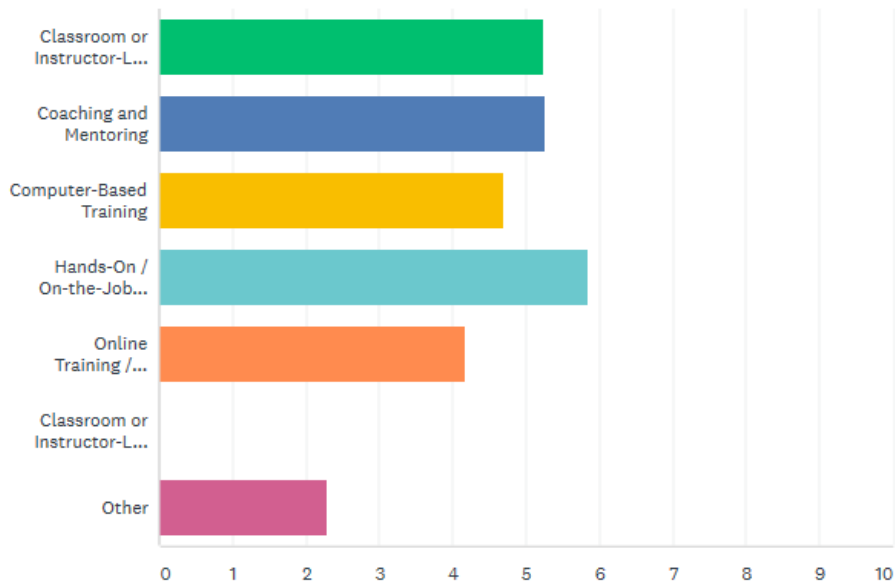
For your organization, what is the most effective way to build big data skills?
(Select the most appropriate)

Answered: 65 Skipped: 2



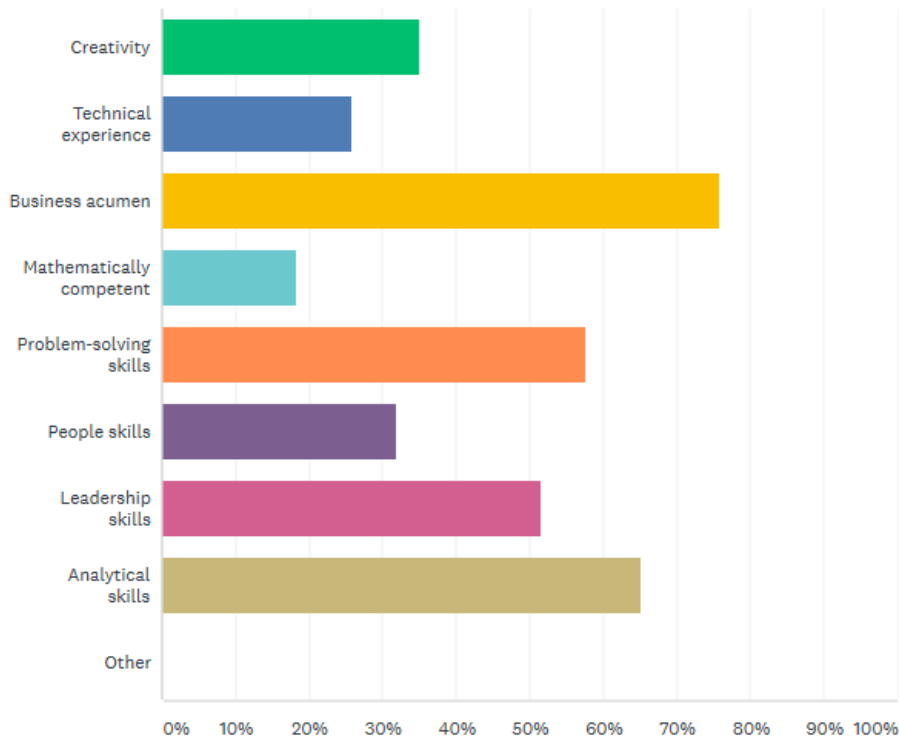
Which of the following tactics does your organization believe will be most effective to retrain existing talent to meet your big data and analytics talent needs? Please rank the following in order of importance (where “1” is the most important):

Answered: 62 Skipped: 5



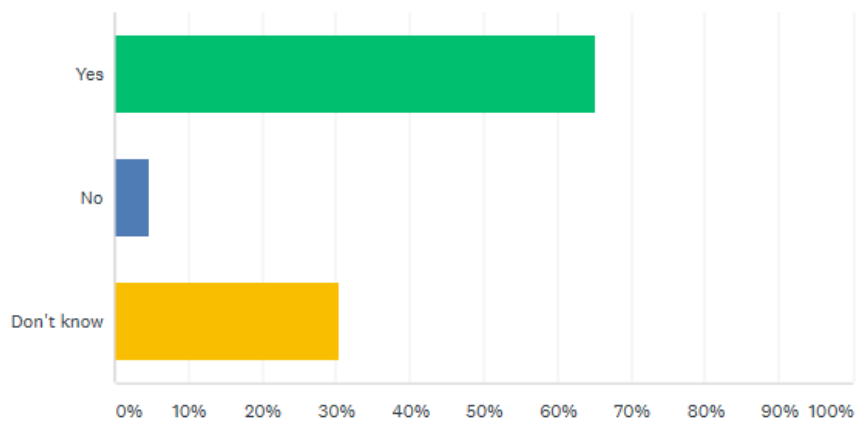
In your view what are the most important qualities a data-driven executive should have? (Please select a minimum of one and a maximum of three essential qualities)

Answered: 66 Skipped: 1



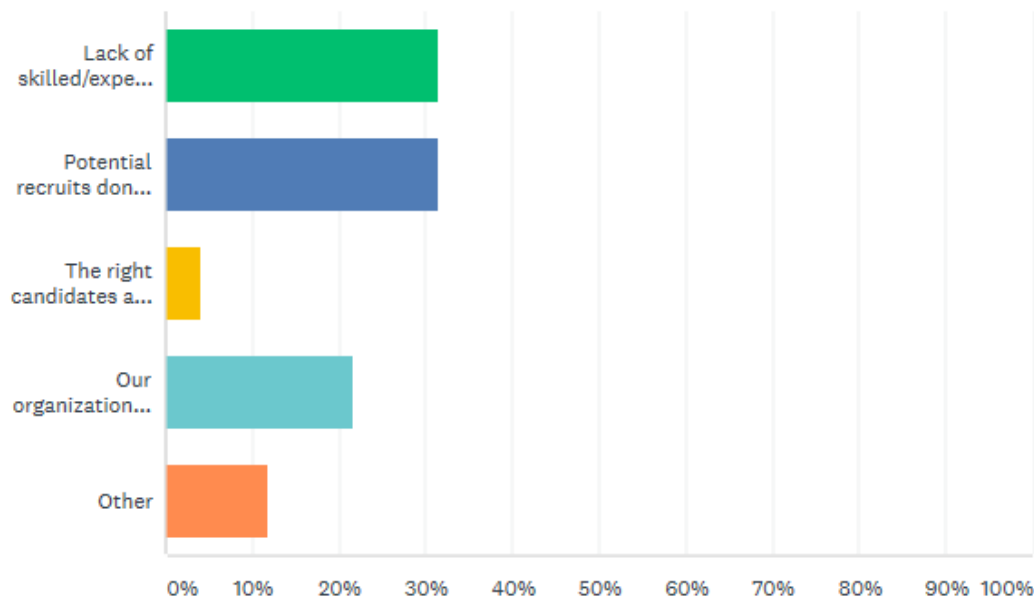
In your experience, is it difficult to find/develop executives with the right mix of skills needed to advance and lead a data-driven organization?

Answered: 66 Skipped: 1



If yes, what is the main reason for this? (Please tick one option)

Answered: 51 Skipped: 16



In your experience, do you think today's graduates have the necessary skills to analyze data effectively?

Answered: 66 Skipped: 1

