



International Institute for Analytics Reveals 2018 Predictions and Priorities for Analytically-Driven Organizations

Portland, Ore. (Dec. 8, 2017) – [The International Institute for Analytics \(IIA\)](#), the leading independent research and advisory firm focused exclusively on helping clients improve their analytics performance, revealed its list of analytics predictions and priorities for 2018. Co-Founder Tom Davenport, Chief Analytics Officer Bill Franks and Lead Faculty Member Bob Morison hosted a [discussion](#) on upcoming analytics trends and pressing issues organizations can expect in 2018. The three are also authors of IIA’s corresponding [2018 Predictions and Priorities report](#).

“It’s more important than ever for analytics professionals to know which trends to pay attention to,” said Franks. “This year, each of the six priorities provides specific guidance as to how practitioners and organizations can best prepare for, prioritize and adapt to, its corresponding prediction.”

Each year IIA shares its perspective on the year ahead in the world of analytics through webinars and reports that present viewpoints from leading analytics practitioners, executives and thought leaders. This year IIA has gathered feedback from more than 200 executives and its extensive network of unbiased analytics experts. The feedback was used to create a list of six predictions:

1. The post-algorithmic era arrives
2. AI becomes widespread as disillusionment rises
3. Open source, proprietary analytical software, and the cloud are fully intertwined
4. Everybody claims to be a data scientist
5. Blockchain becomes a nemesis of analytics
6. Analytics are widely applied to improve data

The corresponding priorities are actionable responses to the predictions and designed to help organizations not only keep up with analytics, but also use it as a competitive advantage in 2018. See the list of analytics priorities and read more about the predictions in IIA’s [2018 Analytics Predictions and Priorities report](#), or [watch the webinar](#) on demand.

About IIA

[The International Institute for Analytics \(IIA\)](#) is an independent research and advisory firm for organizations committed to accelerating their business through the power of analytics. Co-founded by Tom Davenport and CEO Jack Phillips, IIA works across a breadth of industries to uncover actionable insights from its global network of analytics practitioners, industry experts and faculty. IIA’s research clients gain access to on-demand consulting, an extensive research library, faculty-moderated executive roundtables and expert network of practitioners. IIA also provides analytics

assessments and training services designed to optimize performance in the new data economy. For more information about IIA, its services and how you can become a member visit <http://www.iianalytics.com/>.

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