

Data Lake Myth Busting:

How Businesses Are Creating Value with Analytics

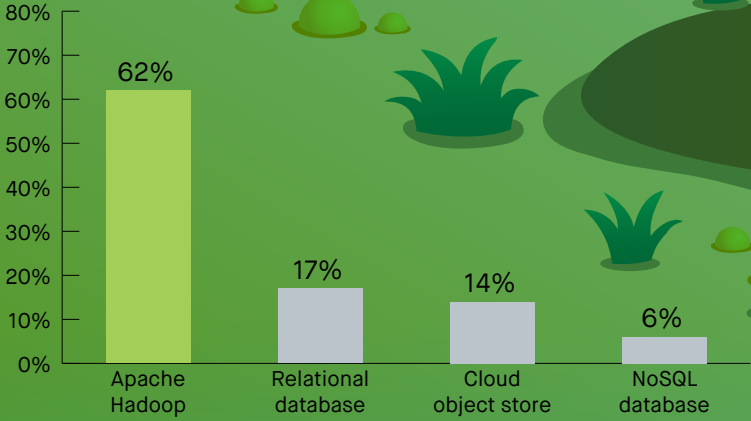
While some experts say data lakes are turning into "data swamps," new research from Eckerson Group shows otherwise. A survey of 400+ professionals reveals 55% have data lakes in production.

Dive in to see how users of all types are finding valuable insights in data lakes, and what gaps remain.

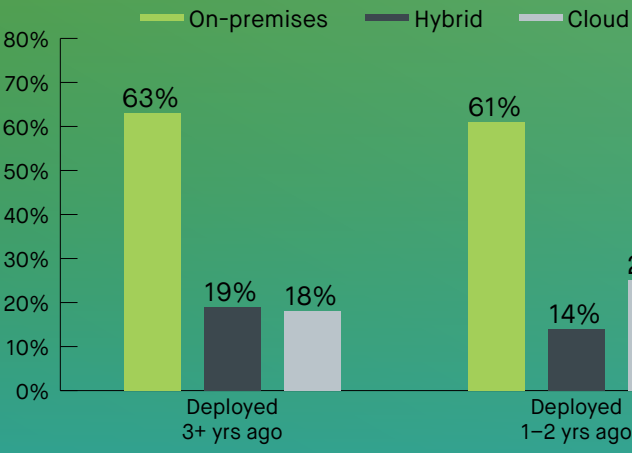
MYTH #1

Hadoop is dead.

REALITY: Out of the 55% of respondents with production data lake deployments, the majority (62%) have deployed their data lake on Apache Hadoop.



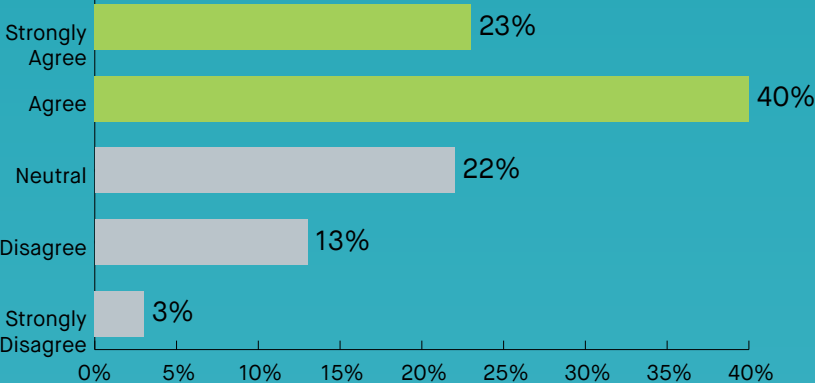
On-premises is not dead either. Recent on-premises-only deployments are about the same as the figure from 3 or more years ago.



MYTH #2

Data lakes are only for data scientists.

REALITY: Almost two-thirds of respondents agree that "business users can explore data (e.g., filter, drill) to get the views they want."



Regular Users



Power Users



Even more surprising...

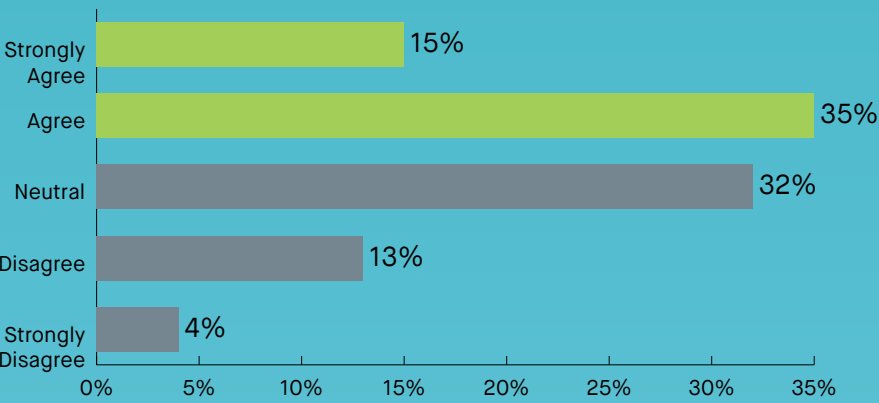
Half (50%) the business users are "regular" versus "power" users.

And the expanding business user base looks promising. One-third of respondents have **over 250** business users accessing their data lake.

MYTH #3

Data lake queries are slow.

REALITY: Half of respondents say data lakes provide "consistent, fast performance for all types of queries."



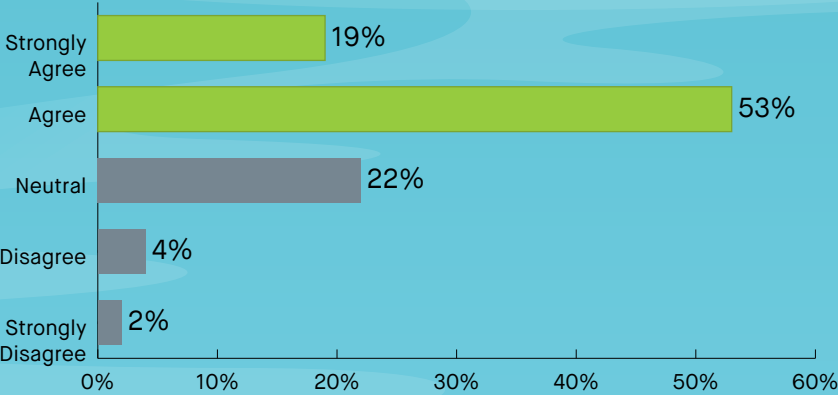
In fact...

Almost two-thirds (64%) say their data lake supports "large numbers of concurrent users."

MYTH #4

Data lakes don't add value to business decisions.

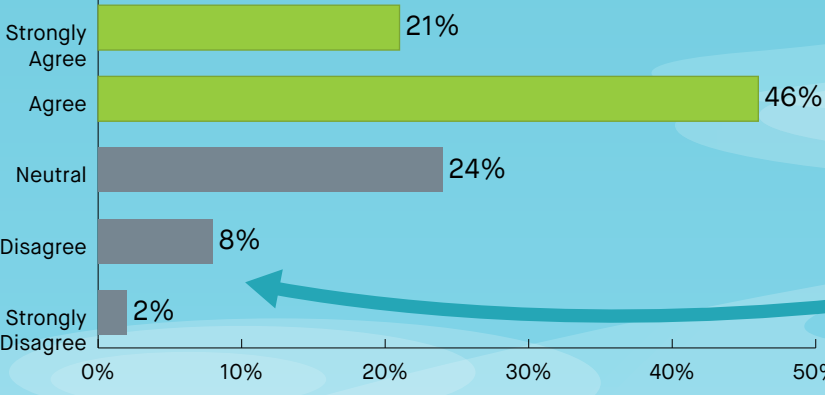
REALITY: 72% say their data lake "fosters better decisions and actions by business users."



MYTH #5

Data lakes are untrustworthy.

REALITY: Two-thirds of respondents (67%) say that "business users trust the accuracy of analytics running against the data lake."



Only 10% do not trust the accuracy of analytics from the data lake.

Arcadia Data helps companies connect their business users directly to big data. Arcadia Data is the only visual analytics and BI platform to run "natively" within data lakes, data warehouses, and real-time streaming data.

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