DREXEL UNIVERSITY
LeBow College of Business

precisely

2025 OUTLOOK:

Data Integrity Trends and Insights

Findings from leading data and analytics professionals on the state of data trust and AI readiness

Contents

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Executive Summary

Business and data leaders are navigating a time of rapid change. Rising costs in manufacturing and supply chains, as well as disruptive technologies such as artificial intelligence (AI), are putting immense pressure on businesses to make data-driven decisions, reduce costs, and find efficiencies. At the same time, organizations are facing increasing global competition, tighter privacy regulations, and increased security risks.

It's clear that AI is revolutionizing the business world, reshaping customer experiences, and revealing new possibilities for products and services. However, implementing AI for production use cases comes with significant implementation challenges, most significantly a lack of high-integrity data to fuel AI models.

Businesses must adapt, innovate, and invest strategically in data programs to maintain a competitive edge. And they must address a severe shortage of specialized skills, especially those required to power AI initiatives.

Read on to learn about the challenges your peers are facing and the insights, strategies, and innovative ways they're turning obstacles into opportunities. ▸

To better understand the state of data integrity, the Center for Applied AI and Business Analytics at Drexel University's LeBow College of Business (Drexel LeBow), in partnership with Precisely, surveyed 565 data and analytics professionals on their organizations' data strategies, priorities, and challenges. Drexel LeBow's nationally recognized Center for Applied AI and Business Analytics is known for training the data leaders of tomorrow and partnering with organizations like Precisely to collaborate on research and analytics that benefit students and businesses.

Key findings from this year's report shed light on the most pressing challenges businesses face and how they're prioritizing investments to overcome them.

1 Doubt Hampers Data-Driven Decisions

Data-driven decision-making stands out as the primary desired outcome for data initiatives, with 76% of respondents saying the ability to make data-driven decisions is a top goal. Unfortunately, 67% report that they don't fully trust the data their organization is using.

2 Global Pressures to Reduce Costs

Closely following data-driven decision-making, 75% of respondents say operational efficiency is a priority for their data programs. Cost factors are seen throughout the survey, with 54% reporting that funding is a challenge to the success of data programs.

3 Increased Focus on Data Quality and Data Governance

While more organizations are focused on data quality and governance programs compared to last year, respondents report that data governance is the leading obstacle that hinders their organization's AI initiatives, with only 12% reporting that their data is AI-ready. ▸

4 Spatial Analytics and Data Enrichment Emerge

This year's survey results revealed a marked rise in adopting location-based intelligence to validate address data, optimize product delivery, detect fraud, and more. Respondents using third-party information to enrich their address data also grew this year.

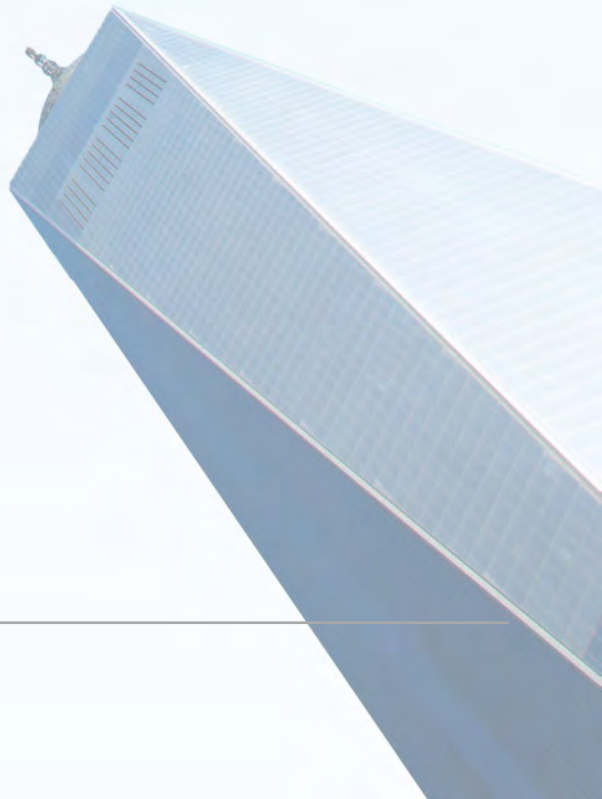
Still, organizations report challenges related to cost, quality, and ease of integrating third-party data. Increasing privacy and security concerns also present obstacles to broad adoption.

5 Lack of Specialized Skills Impedes AI Adoption and Data Program Success

The shortage of skills and resources required for data management, analytics, and AI has increased. This year, 42% of respondents report that this shortage remains one of their biggest challenges, up from 37% last year.

Making decisions based on data with integrity isn't just for savvy businesses; it's a requirement for every organization.

This report underscores the need for a strategic data management approach to find and drive new opportunities. Read on for a deeper understanding of your peers' specific challenges and insights into the strategic investments they're making for their businesses. Along the way, you'll uncover valuable insights for navigating your data-driven journey. ■



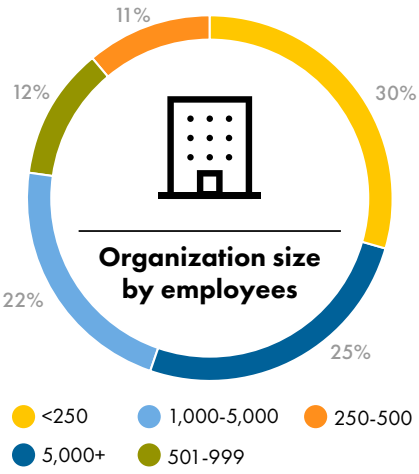
Methodology and Demographics

The survey of data and analytics professionals was conducted in the first half of 2024. The online survey was jointly developed by Drexel LeBow and Precisely, with an analysis of results led by Drexel LeBow with collaboration from Precisely.

Five hundred and sixty-five data and analytics professionals worldwide participated in the survey. Respondents represented a wide variety of titles within their organizations, including data managers, stewards, architects, and analysts (30%), IT managers (18%), C-level executives (12%), VP or line-of-business directors (11%), line-of-business managers (7%), VP or IT directors (6%), and others (16%).

Respondents also represented a range of industries, including computers and IT (16%), financial services (11%), manufacturing (9%), healthcare or health insurance (8%), software (7%), government (7%), energy and utilities (6%), insurance (non-healthcare) (5%), and more.

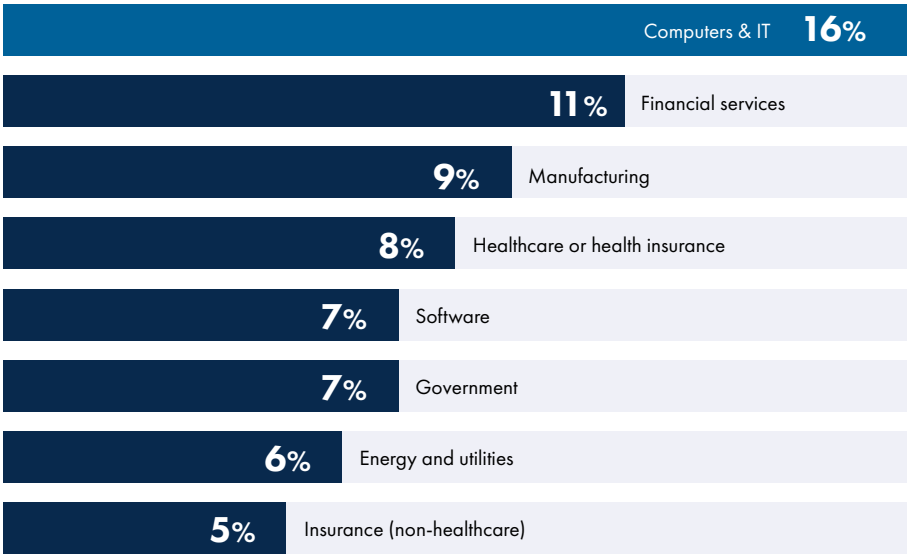
Organizations of all sizes are well represented in the survey. Twenty-five percent (25%) work for large enterprises with over 5,000 employees and 22% work in organizations with 1,000-5,000 employees. Alongside this 12% work in small to mid-size businesses with 501 to 999 employees, 11% work for organizations with 250-500 employees, and 30% represent organizations with under 250 employees.

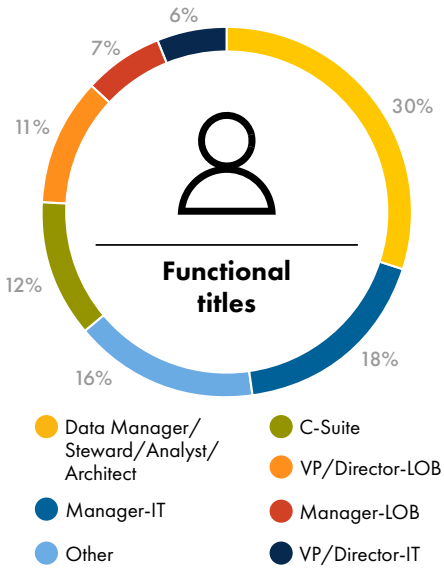


Geographic breakdown

Global: **565** United States: **454** International: **111**

Primary industries





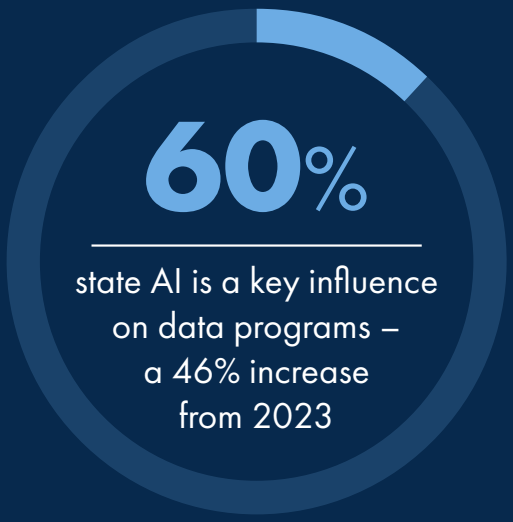
Key Findings

Key findings from the 2024 survey clearly emphasize advancing data-driven decision-making, controlling costs, and modernizing data ecosystems as leading goals of data programs. Respondents prioritize investment in data governance frameworks and location intelligence to enhance their data capabilities and operational efficiency.

Despite these advancements, significant challenges persist, particularly concerning data quality and overall trust in data. Many organizations report ongoing difficulties ensuring their data is accurate, reliable, and secure, which impedes their ability to leverage AI technologies fully. The survey underscores the need for further innovation and improvement in data management practices to overcome these obstacles and achieve strategic objectives. A shortage in skills and resources is also impacting data quality and AI initiatives, making it one of the top five challenges to the success of data programs. ▸

DATA GOALS AND TRUST

ARTIFICIAL INTELLIGENCE



COST MANAGEMENT AND OPERATIONAL EFFICIENCY

75% report operational efficiency as an essential goal for data programs.

54% report that funding is a challenge to the success of their data programs

DATA QUALITY AND GOVERNANCE

64% say data quality is their biggest data integrity challenge.

57% 57% state data governance as a priority for improving data integrity - up from 41% in 2023.

LOCATION INTELLIGENCE AND DATA

21% report spatial analytics as a top priority for improving data integrity in 2024.

67% use location data in business-critical use cases.

SKILLS AND RESOURCES

42% say a shortage of skills and resources is a key challenge to their data programs.

60% say their organization is unprepared for AI initiatives when it comes to employee skills and training.

The pressure is on to reduce costs and increase efficiency

KEY FINDING

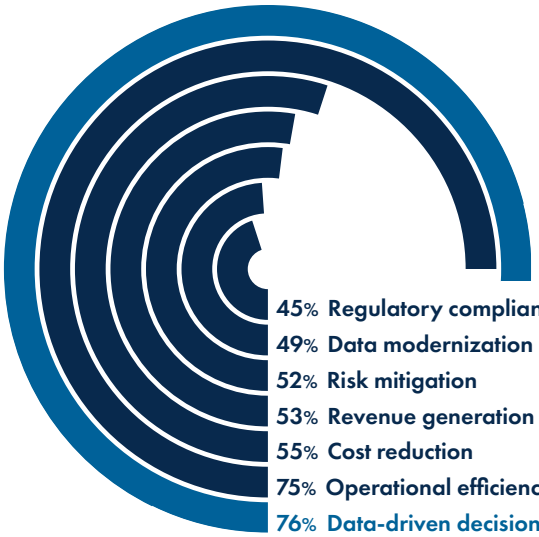
Data-driven decision-making, operational efficiency, and cost reduction remain the top three goals for data programs. There is more executive and organizational support for comprehensive data strategies, and businesses that have invested in data programs saw significant returns.

Data-driven decision-making is the top goal for data programs.

Organizations are trying to optimize the use of their data to make better decisions that will increase revenue, attract and retain customers, improve efficiency, drive down costs, and minimize risks to their business.

The ability to make data-driven decisions remains the top goal for data programs, reported by 76% of respondents. Coming in a close second, 75% reported operational efficiency as a goal. Cost reduction also continues to be a priority for 55% of respondents.

This year's survey highlights the emergence of data modernization, with nearly half (49%) of all respondents reporting it as a significant data program goal. This comes as no surprise as organizations seek to balance existing data processes and risk mitigation strategies with new data programs and AI innovations.



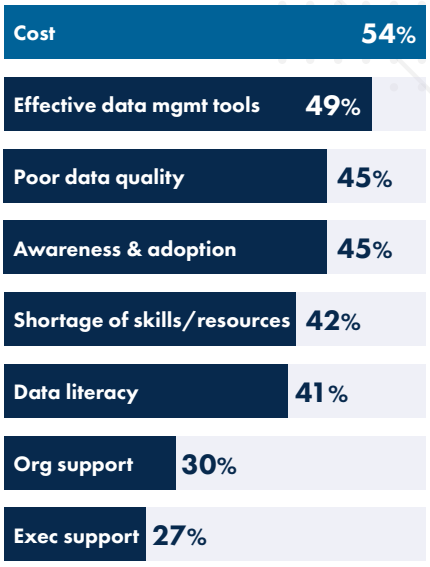
What are the goals of your organization's data programs?

76% say data-driven decision-making is their top goal

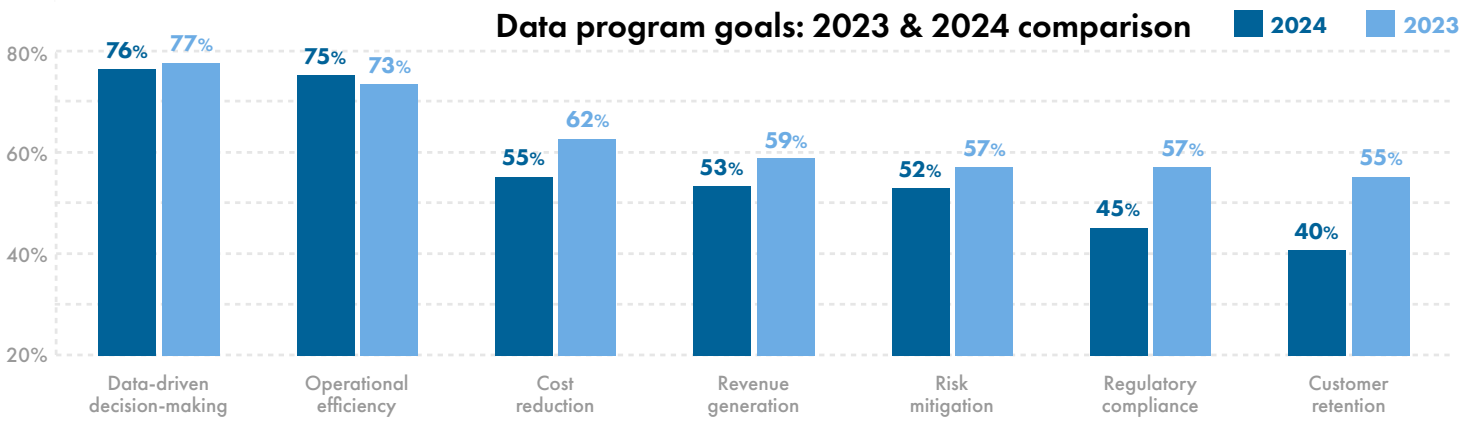
It's encouraging to see that more businesses seem to be garnering support for data programs, with slightly fewer respondents reporting executive support as a critical challenge compared to last year (27% for 2024, down from 28% in 2023).

However, significant challenges remain. Cost is the most-reported challenge to data program success (54%), followed by lack of effective data management tools (49%), poor data quality (45%), and lack of awareness and adoption (45%). ▸

What are the challenges facing the success of your data programs?



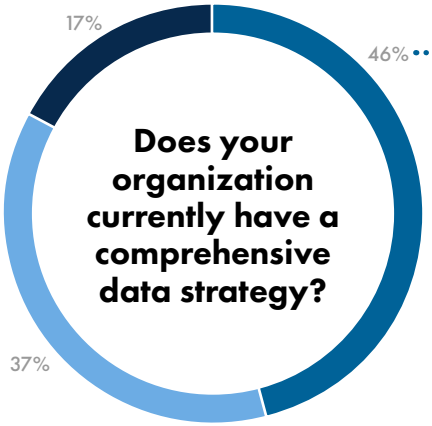
Data program goals: 2023 & 2024 comparison



Interestingly, this year's survey reveals an erosion in the reported existence of comprehensive data strategies compared to last year. Only 46% report having a comprehensive data strategy to support their initiatives, compared to 57% in 2023.

Confidence in the comprehensive nature of data strategies may be diminished by the added stress placed on data programs by disruptive technology. Respondents reported that advanced analytics and artificial intelligence (at 60% each) most influence their overall data strategy, up significantly from the prior year's results of 50% and 41%, respectively.

Cloud adoption and workflow automation follow as data strategy influences at 52% each, with digital transformation close behind at 51%. Notably, the number of respondents citing data mesh and data fabric as key influential trends increased by 38%, with 18% reporting it as an influence compared to 13% the previous year.



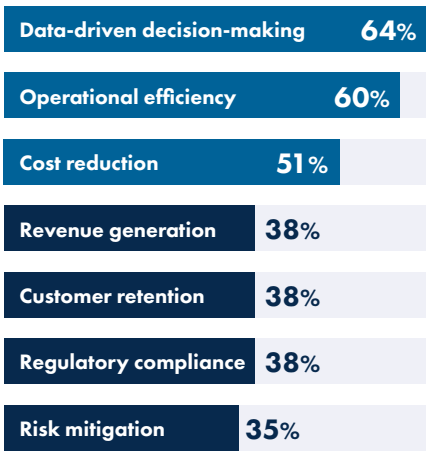
46%

report having a comprehensive data strategy, compared to 57% in 2023.

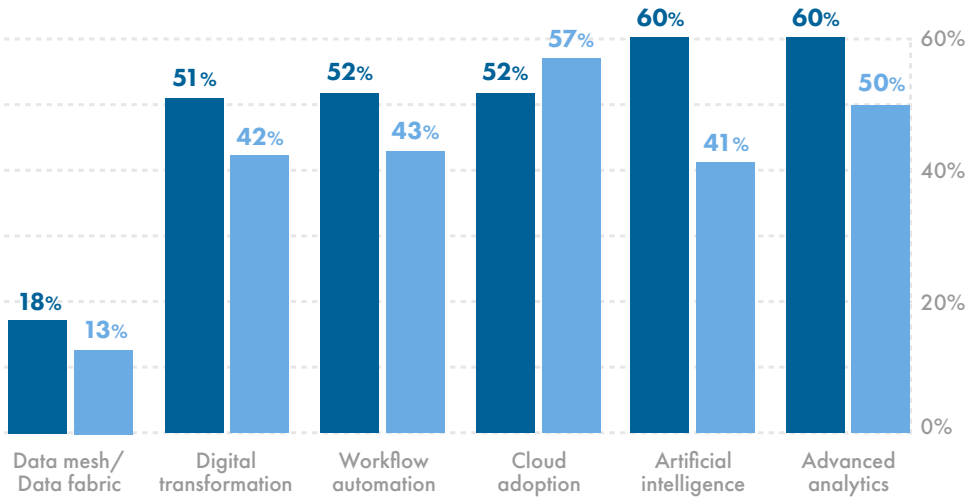
As more businesses turn to modern data architectures to manage increasing volumes of data, further pressure is put on data strategies.

The good news is that survey results indicate investments in data initiatives are paying off in helping organizations achieve their top priorities. Organizations that invested in data programs saw significant returns in data-driven decision-making (64%), operational efficiency (60%), and cost reduction (51%), mirroring the top three desired data program goals. ■

Have your data initiatives resulted in any of the following outcomes?



What trends are influencing your data programs?



The rise of AI is hampered by a lack of data readiness

KEY FINDING

Advanced analytics and AI are the most influential technology trends across organizations' data programs, with AI seeing the most significant increase since last year.

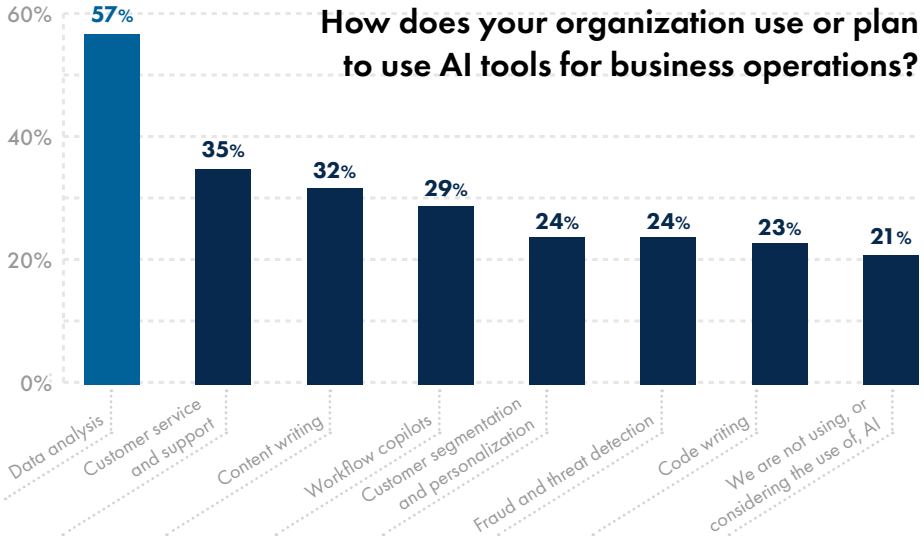
Businesses are increasingly using AI, driven by the rise of generative AI in 2023. More than half of respondents (57%) in our 2024 survey say they're using or plan to use AI for data analysis, making it the number one reason organizations are considering AI. They're also using AI, or planning to use it, for customer service and support (35%), content writing (32%), workflow copilots (29%), fraud and threat detection (24%), customer segmentation and personalization (24%), and code writing (23%).

As expected, these uses of AI contribute to improved decision-making, organizational efficiency, and cost reduction, which are the primary data program goals for respondents overall.

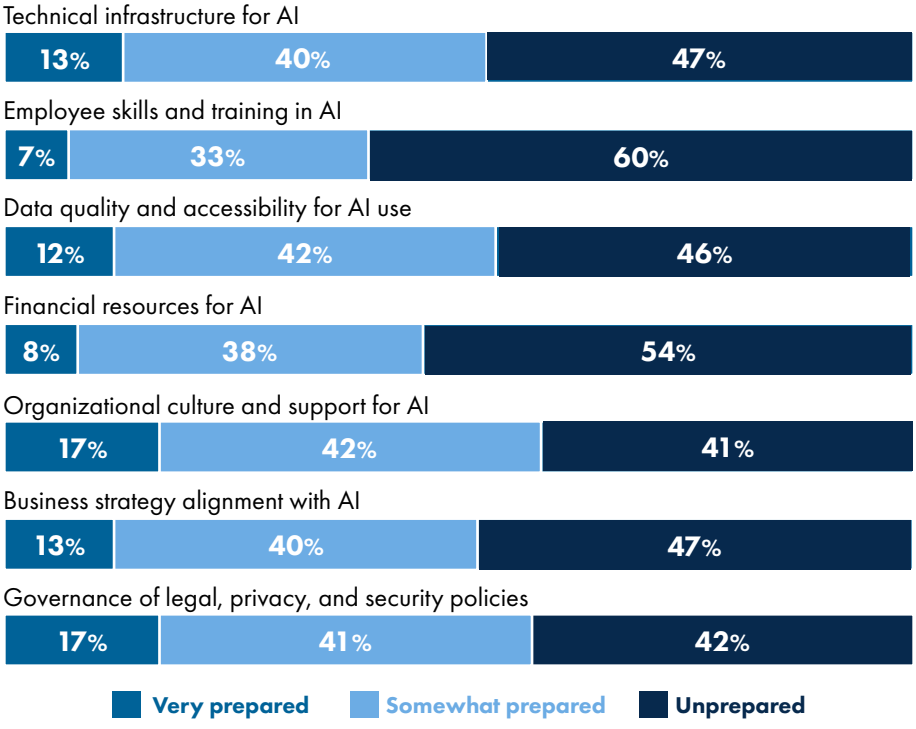
Interestingly, the survey also shows that 21% of organizations are not currently using or considering using AI.

Many aspects of organizational readiness are essential for AI success; however, the survey results show low levels of AI readiness across all critical factors. Global respondents report being "unprepared" in key areas as follows; employee skills and training (60%), financial resources (54%), business strategy alignment (47%), technical infrastructure (47%), data quality and accessibility (46%), governance of legal, privacy, and security policies (42%), organizational culture and support (41%). ▸

How does your organization use or plan to use AI tools for business operations?



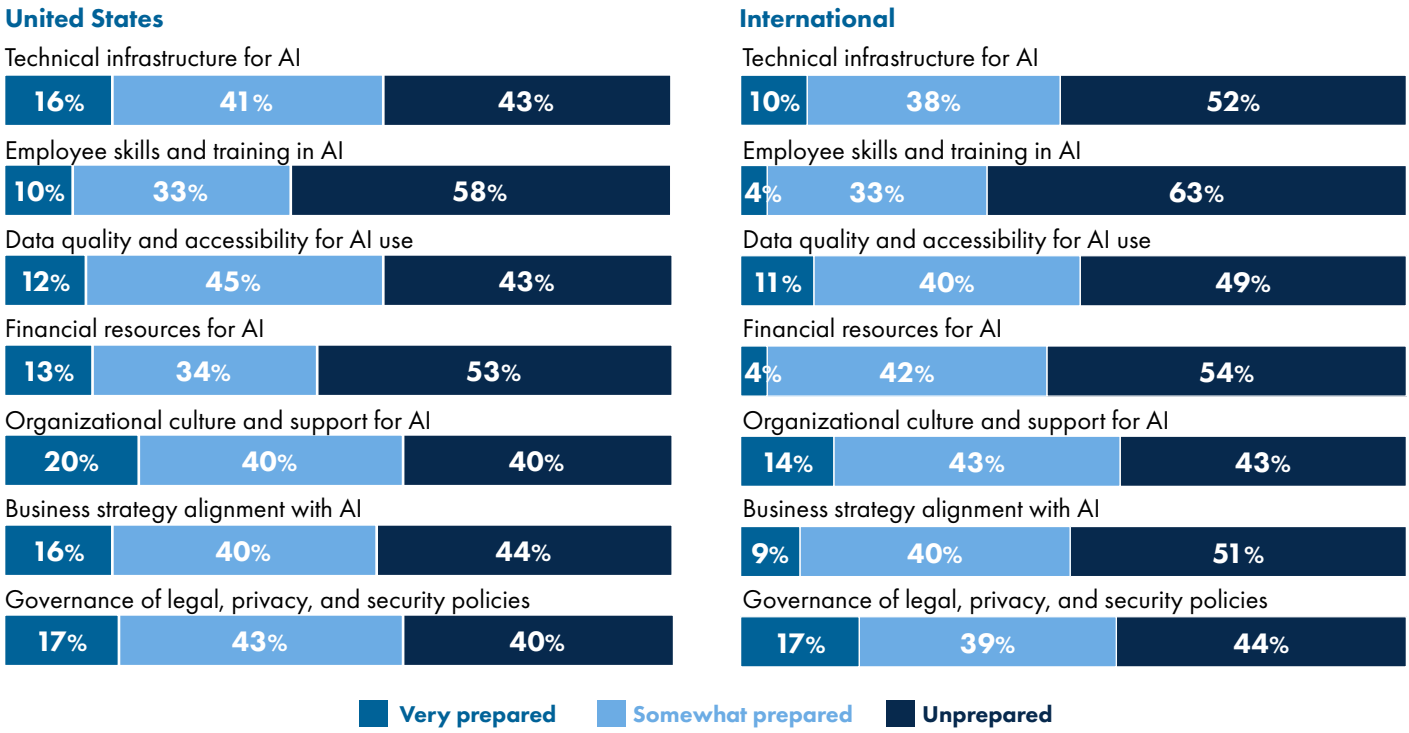
What is your organization's readiness for AI initiatives?



60%

report being "unprepared" in the area of skills and training in AI.

Organizational readiness for AI initiatives by region



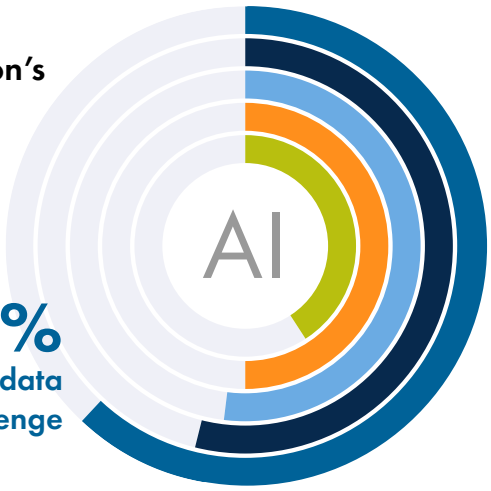
Organizations outside the US report employee skills and training as a primary reason they're unprepared for AI (63%). This is followed by financial resources (54%), technical infrastructure (52%), and business strategy alignment (51%). In the US, the lack of employee skills and training in AI (58%) is followed by a lack of financial resources (53%), business strategy alignment with AI (44%), and data quality and accessibility (43%).

Overall, organizational readiness for AI across international organizations is very low (17%) – even lower than in the US (20%). This may be due to variations in the international regulatory landscape compared to the US, as businesses in Europe and Asia Pacific seek to comply with evolving regulations.

Data readiness is an essential aspect of overall organizational readiness for AI, and our survey revealed that only 12% of respondents report that their data is of sufficient quality and accessibility for AI. ▸

Overall AI readiness is just **20%** for organizations in the US, and **17%** outside of the US.

What data challenges inhibit your organization's progress in relation to AI initiatives?



62%
say governance of data used for AI is a challenge

62% Governance of data used for AI

54% Availability of data attributes to increase relevance of AI outcomes

52% Quality of data to use for training or inference

50% Data privacy and security

41% Lack of access to sufficient data to prevent bias

A lack of data governance (62%) is the prime data inhibitor for AI initiatives reported. Given the role data governance programs play in managing an organization's data usage – including where it's stored, its lineage, who has access to it, whether it has personally identifiable information (PII) attributes, and more, its high ranking is not surprising.

Fifty-four percent (54%) of respondents say the availability of data attributes to increase the relevance of AI outcomes is the greatest data challenge inhibiting their organization's progress in relation to AI initiatives. The quality of data used for AI training and inference is also a critical inhibitor to data readiness as reported by 52% of respondents. Data privacy and security are highlighted by 50%, and 41% say they're challenged by a lack of access to the data required to prevent bias.

These findings underscore the critical need for robust data governance and quality improvements to unlock the full potential of AI. Organizations that do not address these foundational issues will struggle with effective AI implementation. ■

62% of organizations say that a lack of data governance is the key data challenge inhibiting AI initiatives.

Data quality remains the top data integrity challenge and priority

KEY FINDING

Data quality is the top challenge impacting data integrity, and it's negatively affecting other initiatives meant to improve data integrity. Fortunately, data quality is also the top priority for investment in 2024.

64%

say data quality is the top challenge to the integrity of their data

Organizations have struggled with poor-quality data for years, resulting in a deeply-rooted lack of trust in the data being used for analytics and AI – with a significant drop in confidence this year. Sixty-seven (67%) of respondents say they don't have complete trust in their organizations' data for decision-making, up from 55% last year.

The speed at which advanced analytics, business intelligence (BI), and AI are advancing is making underlying data quality issues more impactful on business outcomes than ever before. It isn't possible to make sound data-driven decisions with poor-quality data, and when analytics and AI models are being fueled by it, the negative impacts can be swift and severe.

Data quality remains the biggest data integrity challenge for organizations in this year's survey and has become even more pervasive. This year, 64% of respondents say data quality is their top data integrity challenge compared to 50% in 2023.

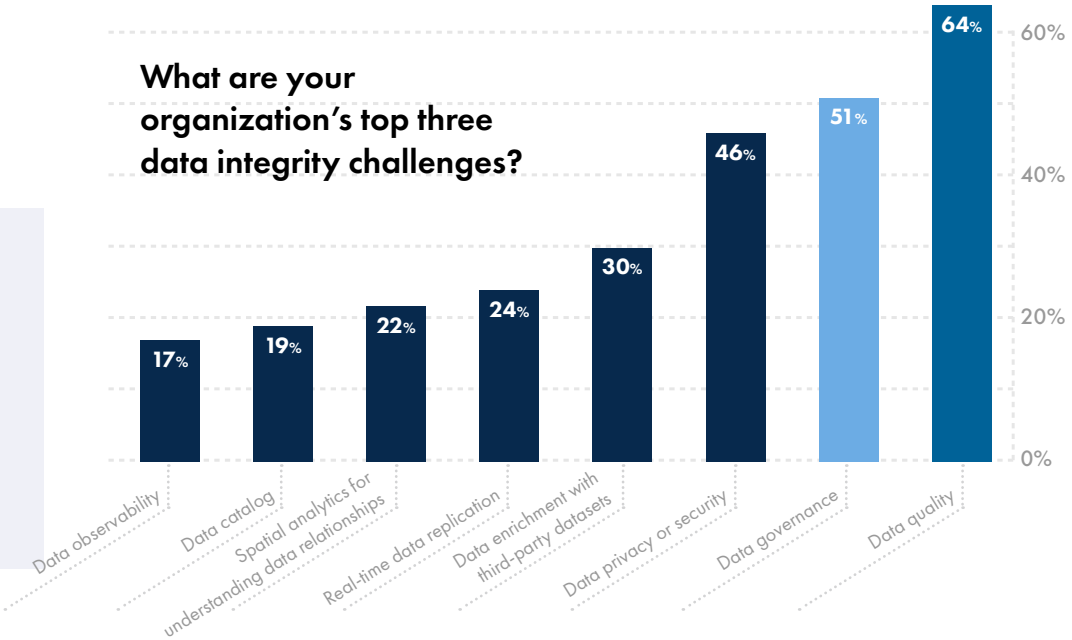
Other reported challenges to data integrity include data governance, which grew significantly from 27% of respondents in 2023 saying it was one of their biggest obstacle to 51% in 2024 – an increase of 89% reported by this year's survey participants. Data privacy and security challenges remain high in the 2024 survey, with 46% reporting it compared to 41% last year. Data enrichment is fourth on the list of challenges at 30%. ▸

67%

of respondents don't have complete trust in their data for decision-making.

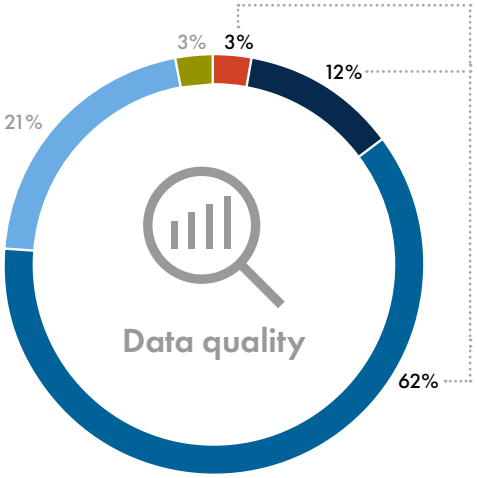
89%↑

YoY increase in reports of data governance as an obstacle to data integrity (from 27% in 2023 to 51% in 2024)



Unfortunately, ratings of organizational data quality decreased this year by eleven percentage points. Last year, 66% of respondents believed their data quality to be average or worse. This year, 77% say their data quality is average at best.

Respondents report that inadequate tools for automating data quality processes (49%) are the number one factor keeping them from achieving high-quality data. Inconsistent data definitions and formats (45%) also continue to plague businesses. Unsurprisingly, data volume grew as a challenge, with 43% listing it as a top concern compared to 35% in 2023. ▸

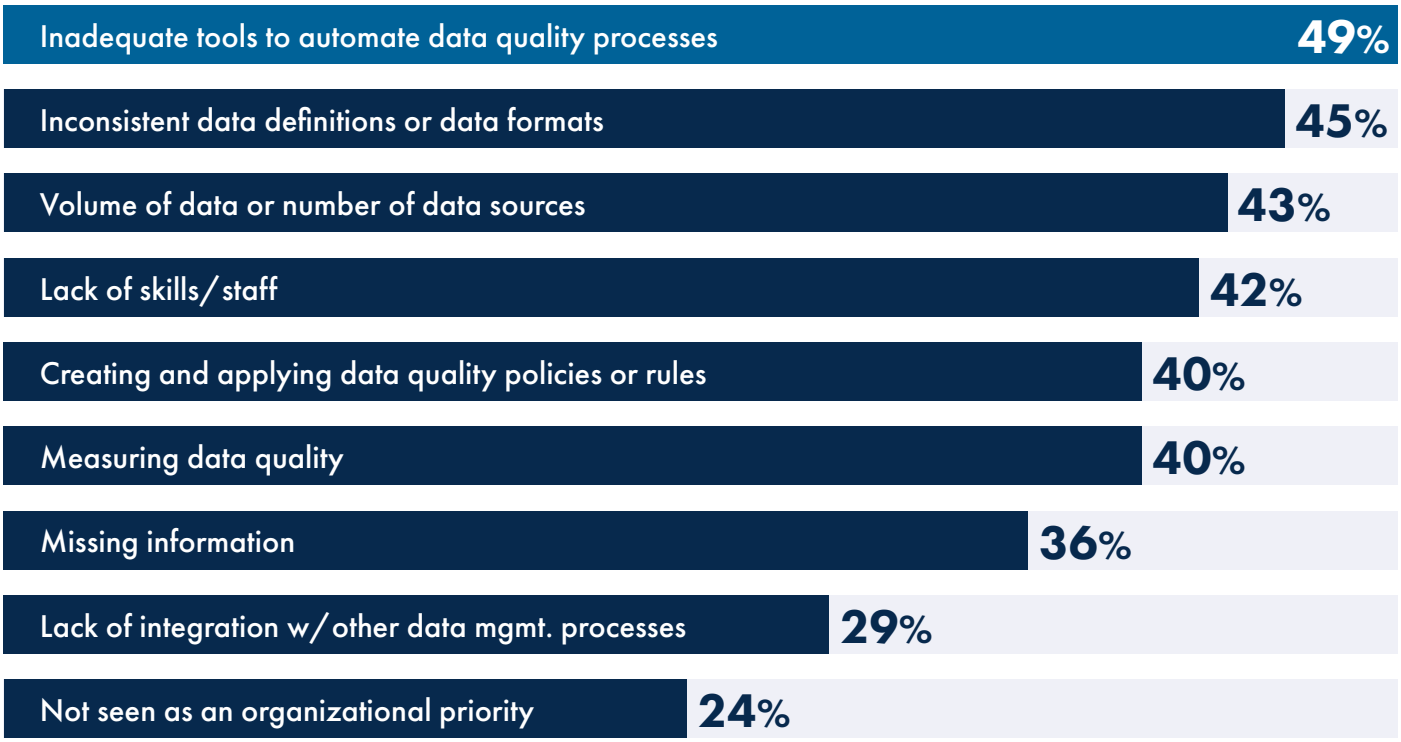


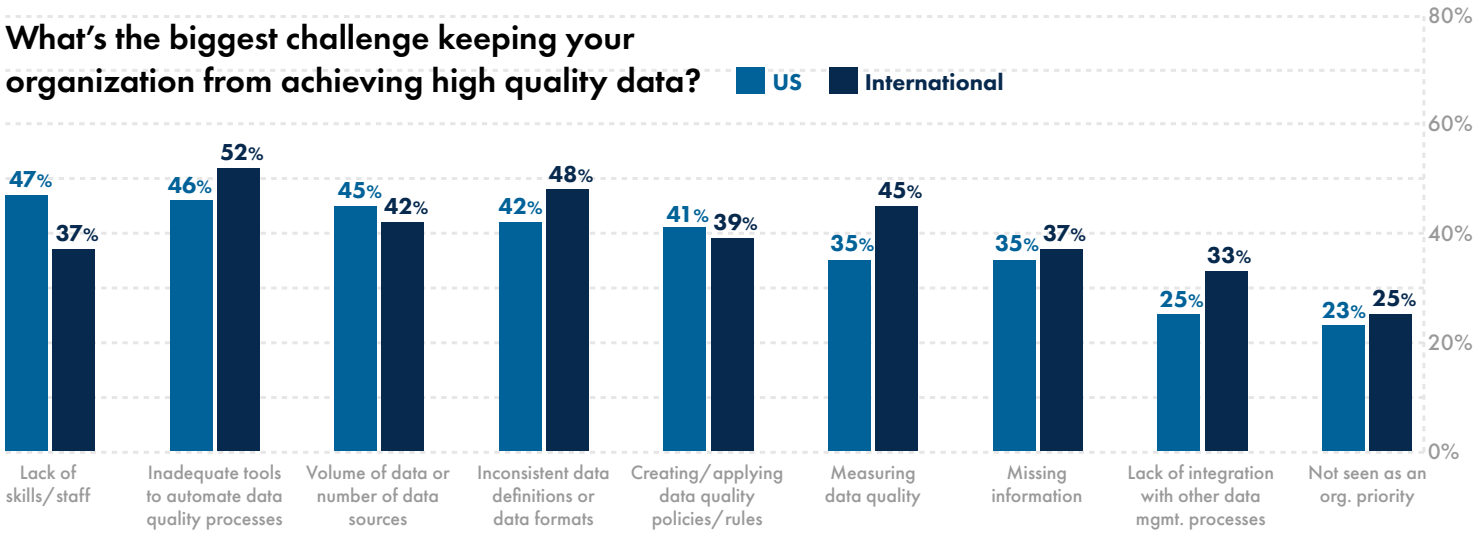
How would you rate the quality of your organization's data?

Very low · Low · Average · High · Very high

77%
say their data quality is average at best.

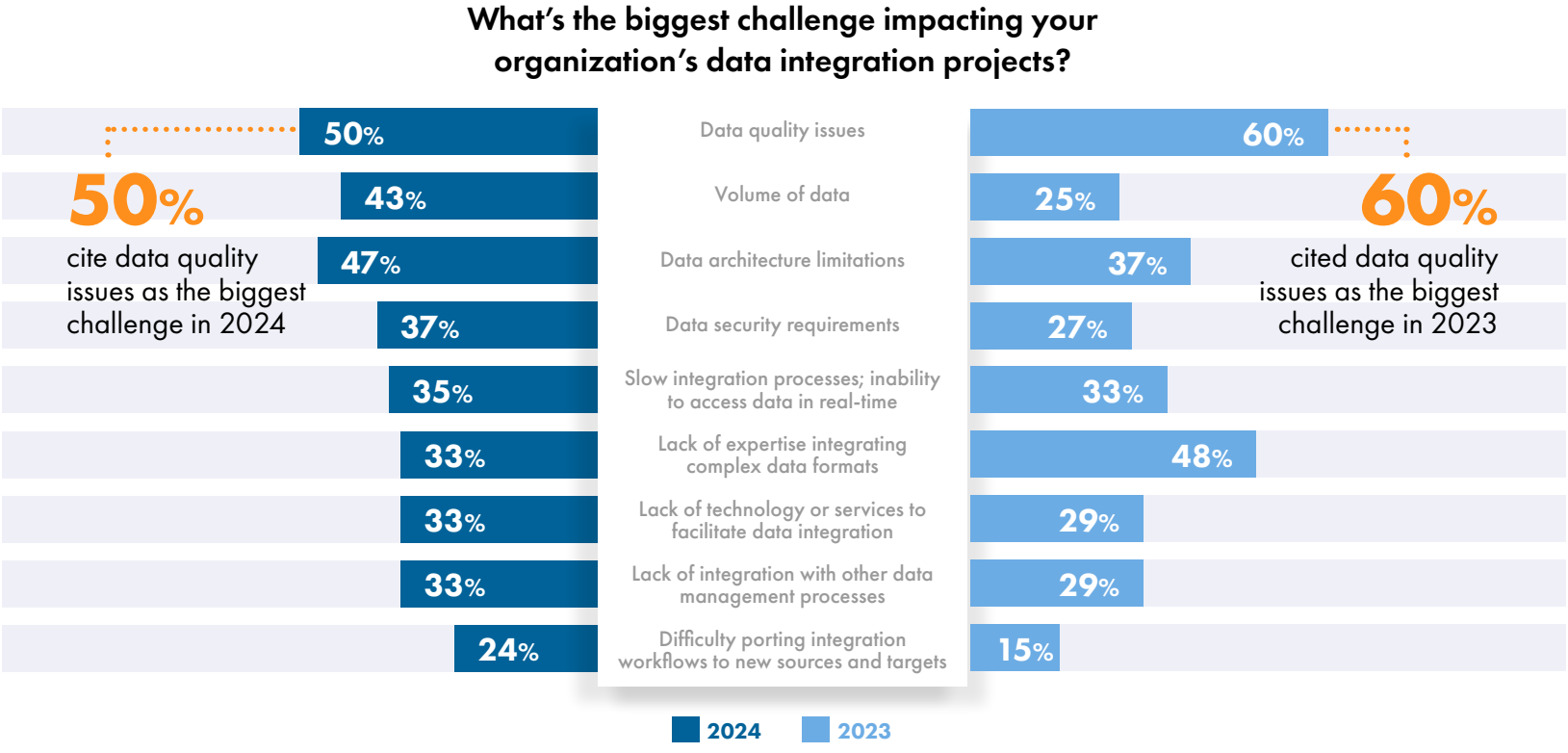
What's the biggest challenge keeping your organization from achieving high-quality data?





Of note, businesses outside the US report increased challenges with measuring data quality (45% internationally versus 35% in the US) and inadequate data management tools (52% internationally versus 46% in the US).

Last year, we saw the ripple effect of poor data quality on the overall success of data programs. For example, poor data quality made it difficult to integrate data. This year, 50% of respondents again report that data quality is the number one issue impacting their organization's data integration projects, indicating that data quality issues continue to ripple across all aspects of data integrity. ■



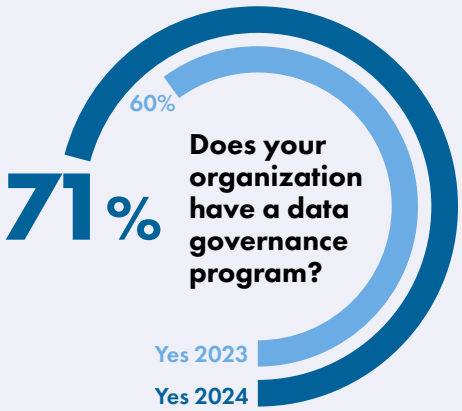
Data governance adoption has risen dramatically

KEY FINDING

With the majority of respondents reporting data governance as a top data challenge to AI initatives, more organizations are prioritizing data governance programs to help improve data integrity.

Last year's survey revealed that AI was creating a clear business case for data governance and speculated that this discipline was poised for growth. Indeed, the 2024 survey results show a remarkable increase in the perceived priority and adoption of data governance.

This year's survey reveals that more organizations prioritize data governance, with 71% of global respondents reporting that their organization has a data governance program, compared to 60% in 2023. Interestingly, adoption outside of the US has increased at a slower rate, with only 67% of international respondents reporting that they have an ongoing data governance program versus 74% of US respondents.



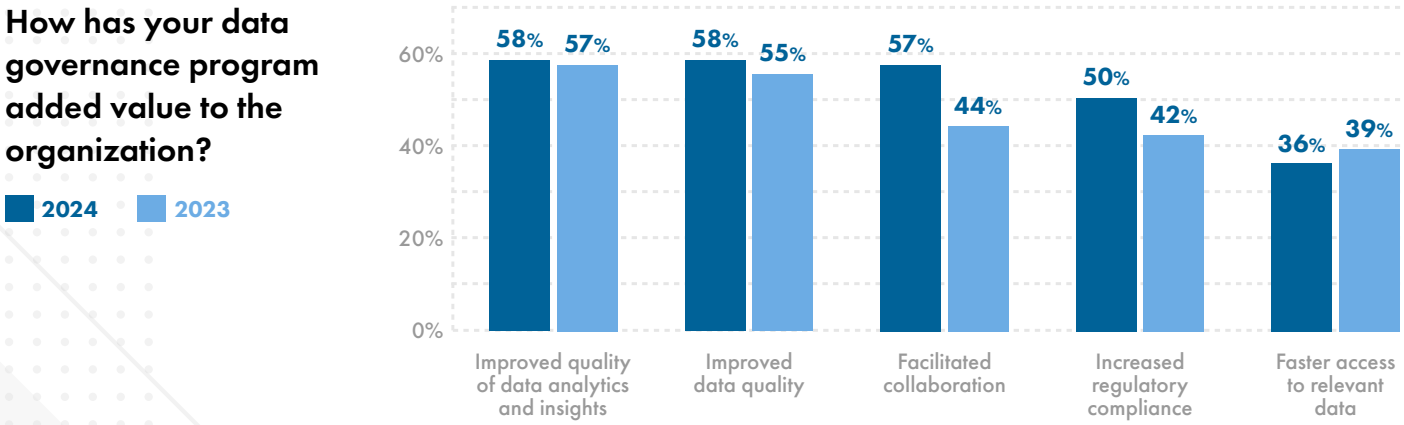
74%
of US respondents have a data governance program

67%
of international respondents have a data governance program

Those organizations that invested in data governance programs report benefiting from improved quality of data analytics and insights (58%), improved data quality (58%), and increased collaboration (57%). Added value is also shown for increased regulatory compliance (50%) and faster access to relevant data (36%). ▸

Data governance has grown as a top priority for improving data integrity by 39% year over year.

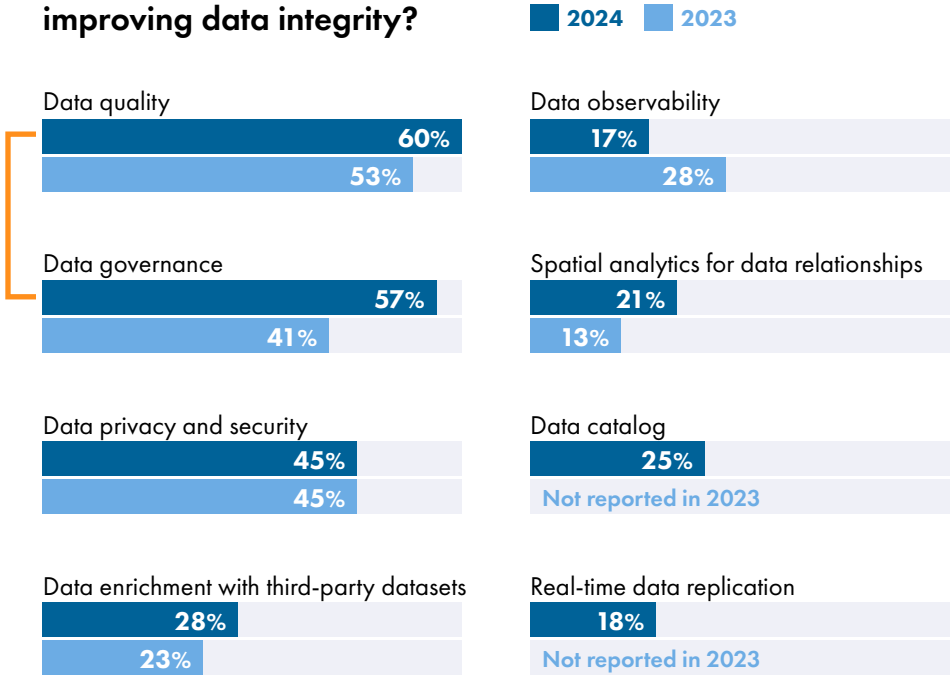
How has your data governance program added value to the organization?



The increase in the priority of data governance for improving data integrity (up from 41% in 2023 to 57% this year) is likely driven by increased AI adoption, privacy and security considerations, compliance demands, and interest in emerging data management architectures like data mesh and data fabric.

The findings show that data governance is the most-cited data challenge inhibiting progress toward AI initiatives (62%). This could be attributed to the need to understand and ensure the quality of the data used to train AI models and regulatory demands to ensure data privacy and security. ▶

What are your top priorities for improving data integrity?



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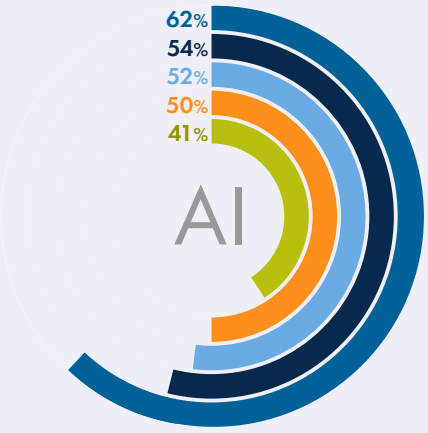


62% Governance of data used for AI

54% Availability of data attributes to increase relevance of AI outcomes

52% Quality of data to use for training or inference

50% Data privacy and security

41% Lack of access to sufficient data to prevent bias

Privacy and security are generally in the top three priorities for improving data integrity in 2024 (45%), also driving the demand for data governance.

This year, data mesh and data fabric move forward on the trends influencing data programs, jumping five percentage points from 13% in 2023 to 18% in 2024. Fueled by businesses' demand for democratized, self-service data, these modern data management architectures rely on effective metadata management and data governance for success. It follows that 25% of respondents identify a data catalog as a top priority for 2024, a new addition to this year's list, to help analysts and data scientists easily discover and understand the data available for analytics and AI success.

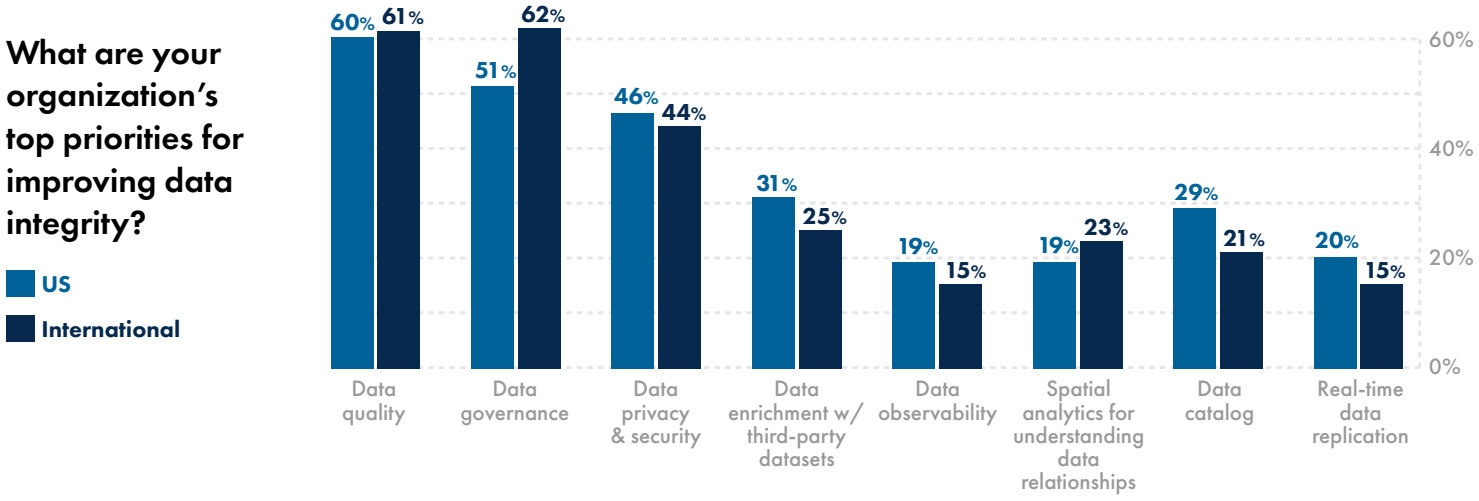
38%↑ increase in respondents citing data mesh and data fabric as key influential trends (from 13% in 2023 to 18% in 2024).

Forty-five percent (45%) of respondents report that regulatory compliance is a goal of their governance program. With the increasing number of global regulations and increased strength of regulations related to PII, it's again no wonder that the interest in data governance has grown so significantly. However, data governance can be complicated, and teams must manage the complexities of diverse data sources.

In this year's survey, 54% of respondents report data governance as a top data integrity challenge, second only to data quality (56%). This is up three spots from the 2023 survey where only 27% prioritized it as a top challenge.

The remarkable growth of data governance has been propelled by a convergence of evolving business needs and advancing technical trends, reflecting its increasing importance in organizational strategies. However, this progress also highlights the need for a heightened focus on overcoming the complexities of implementing and maintaining a robust data governance program to ensure its effectiveness and sustainability. ■

What are your organization's top priorities for improving data integrity?



Data enrichment and location intelligence emerge

KEY FINDING

Data enrichment and location intelligence emerge as differentiators among organizations aggressively seeking innovation, operational efficiencies, and competitive advantages in the marketplace.

62%

growth in spatial analytics as a priority for data integrity initatives (from 13% in 2023 to 21% in 2024)

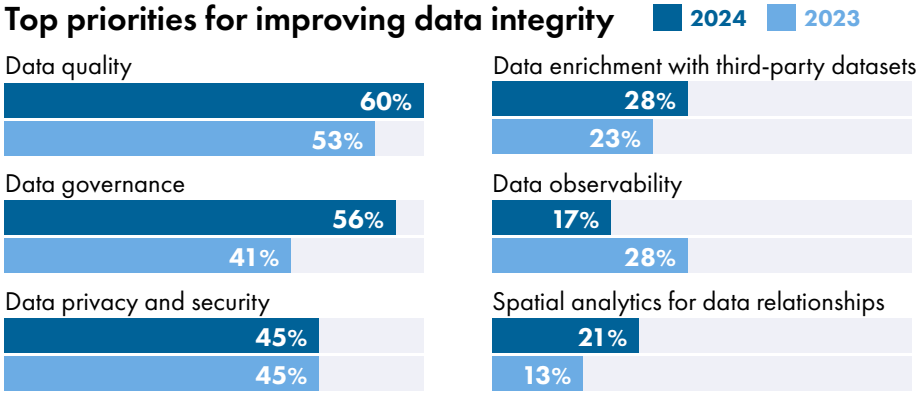
Most businesses store information about their offices, customers, investments, and operations. Often this data includes location elements. This location-based data is increasingly used to generate location intelligence that allows organizations to pursue operational efficiencies and competitive advantages.

Location data must be of the highest integrity to fully harness its potential for enhanced analytics, reporting, and more informed decision-making. Achieving this integrity requires tools to clean up existing information and derive new location-based attributes through spatial analytics and data enrichment.

Our 2023 report noted that "Given organizations' reliance on context for decision-making, we see data enrichment and spatial analytics as emerging business-critical technologies poised for growth." While only 13% of respondents in 2023 called out spatial analytics as a priority for data integrity initiatives, in 2024, that number jumped to 21%. Likewise, in 2023, only 23% of respondents reported data enrichment as a data integrity priority. In 2024, that number grew to 28%. This represents an overall increase of 62% and 22%, respectively – demonstrating significant growth in both initiatives reported by this year's respondents.

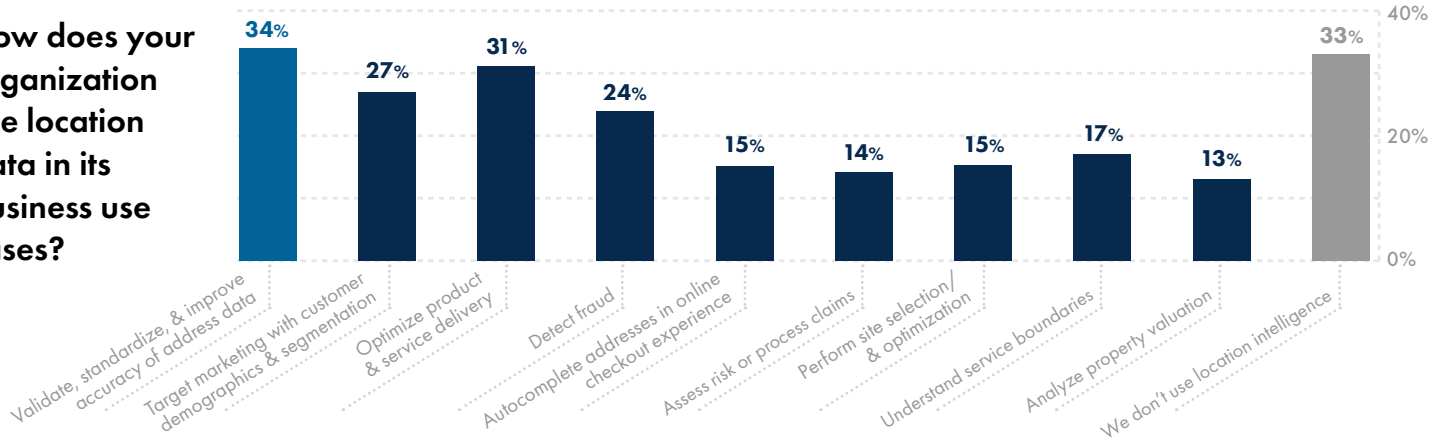
In this year's survey, respondents share a wide range of uses for location intelligence, led by validating, standardizing, and improving address data quality at 34%. The second most popular use is optimizing product and service delivery (31%). Targeted marketing with customer demographics and segmentation is also a common use of location intelligence (27%), along with fraud detection (24%). Other uses include understanding service boundaries (17%), performing site selection and optimization (15%), assessing risk or processing claims (14%), and analyzing property valuation (13%). ▸

Top priorities for improving data integrity

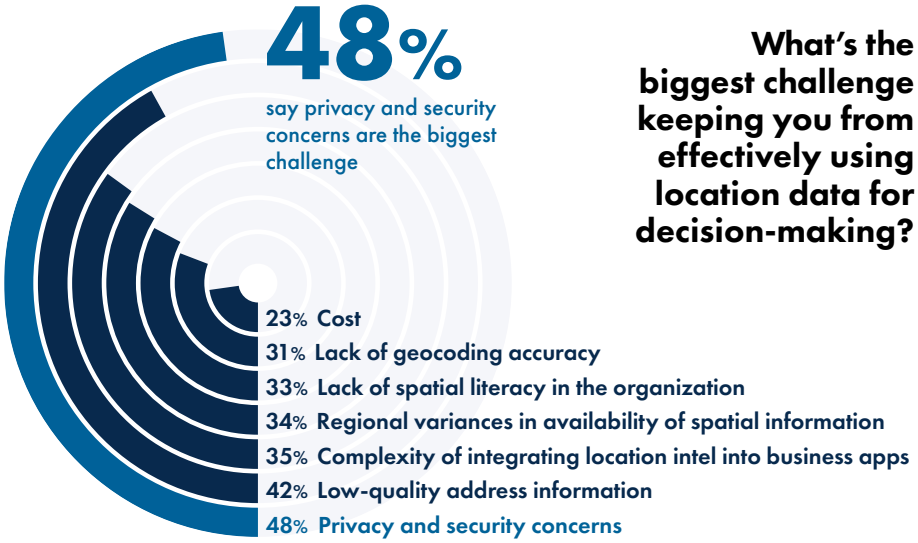


67% of respondents use location intelligence

How does your organization use location data in its business use cases?

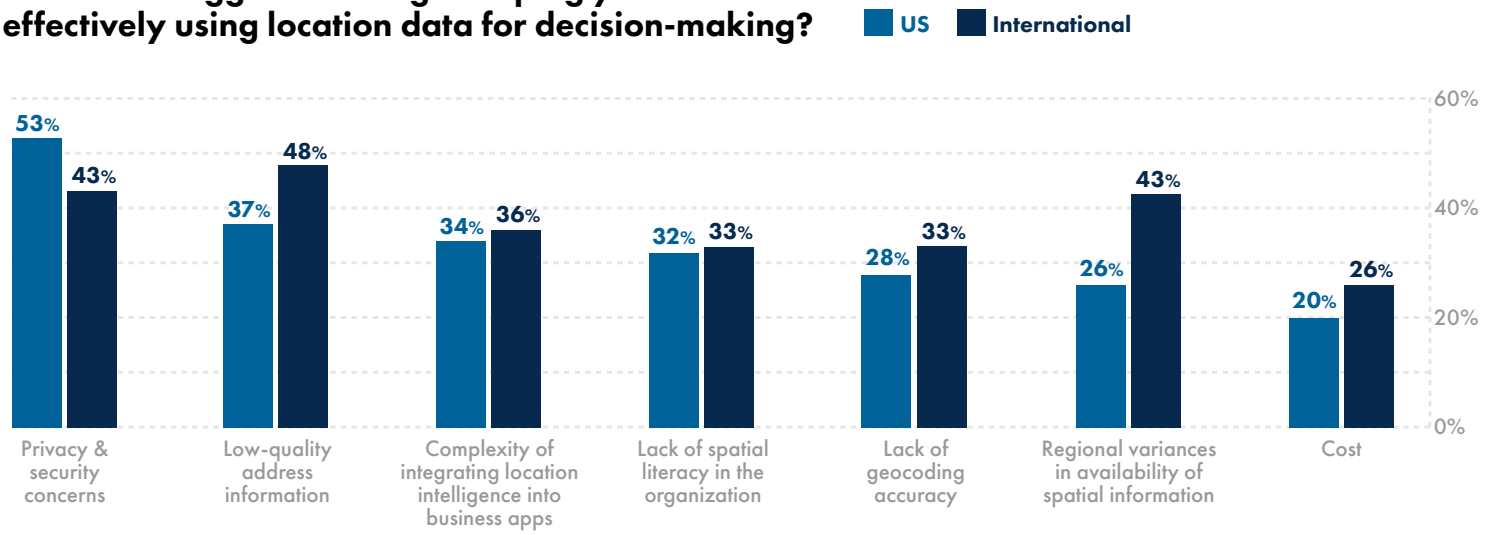


The commercial applications of location intelligence are extensive. However, these applications can't succeed without location data that's fit for purpose. This is a significant challenge with addresses, one of the most common forms of location data. Thirty-seven percent (37%) of US respondents report low-quality address data as one of the top challenges inhibiting the use of location data. This finding is even more prevalent in countries outside the US, with 48% of international respondents reporting the same obstacle to effectively using location data at their organization.



Overall, privacy and security concerns are the most cited challenges (48%) keeping organizations from using location intelligence for decision-making. Growing legislation in the US and abroad increasingly protects personally identifiable information (PII), which could be derived from combining location with other data, such as phone numbers. ▸

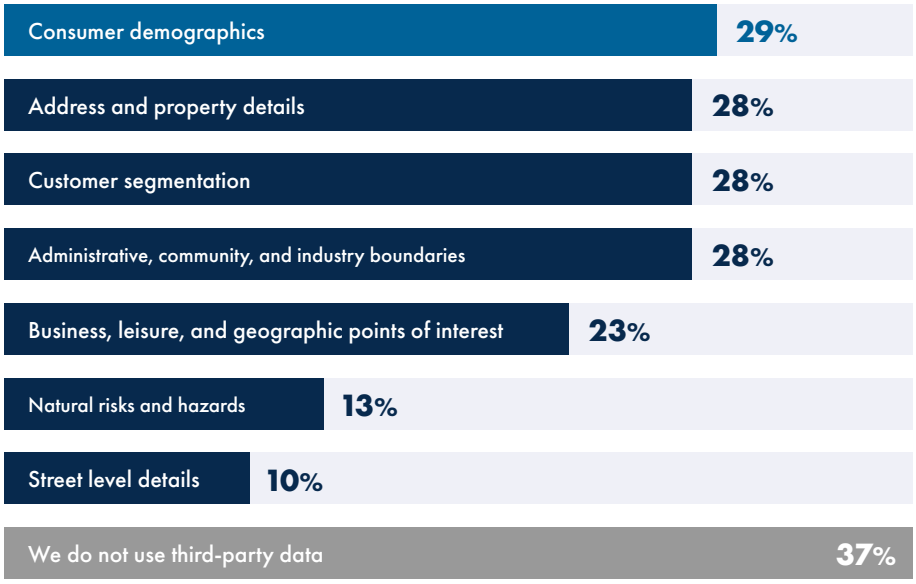
What's the biggest challenge keeping you from effectively using location data for decision-making?



Enrichment of internal data with third-party attributes also shows growth, with 28% of respondents reporting data enrichment as a data integrity priority. The primary types of third-party data in use are consumer demographics (29%), administrative, community, and industry boundaries (28%), customer segmentation (28%), and address and property details (28%).

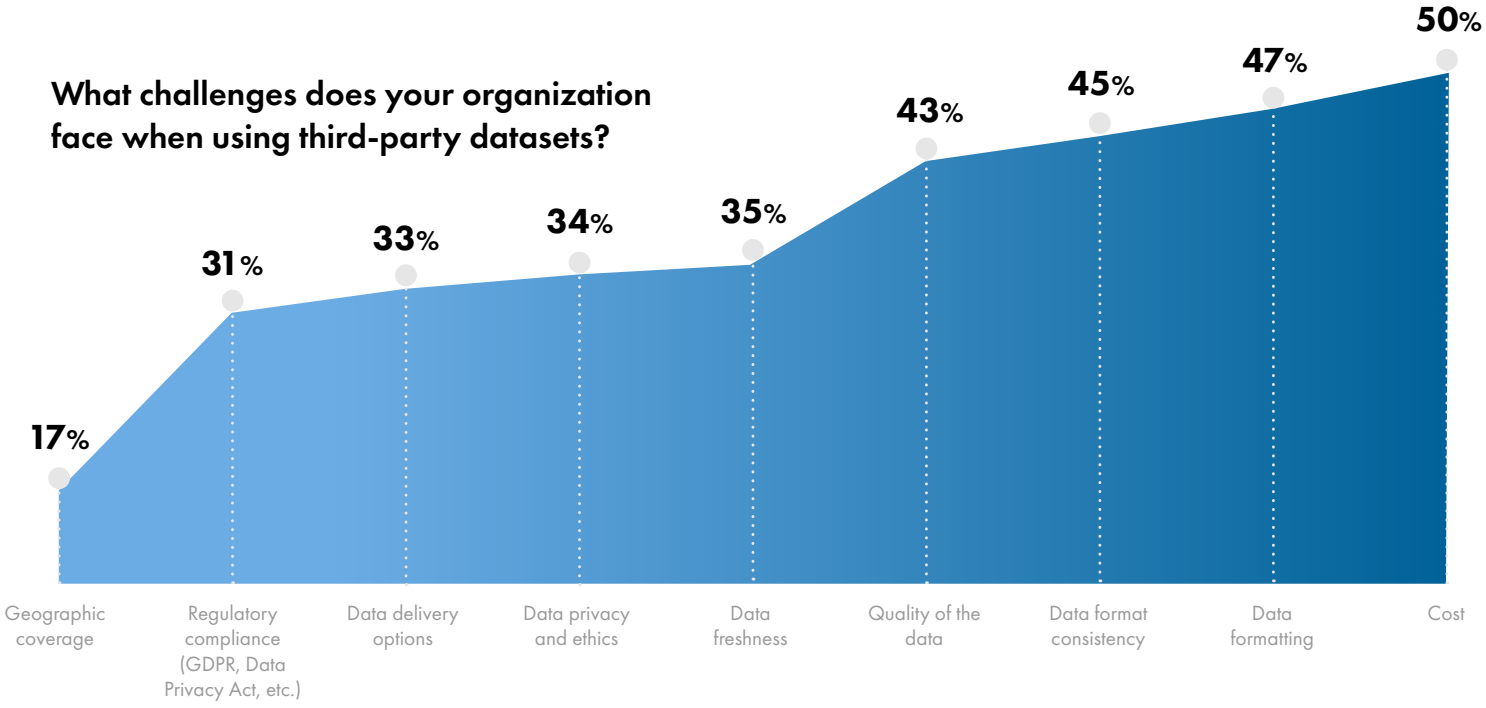
The use of third-party data for enrichment isn't without its challenges, though, as respondents say that cost (50%), data format consistency (45%), and quality (43%) are among their most significant obstacles to using such data. ■

What types of third-party data does your organization use?



of respondents report data enrichment as being a data integrity priority in 2024, up from 23% in 2023.

What challenges does your organization face when using third-party datasets?



Skills and resource shortages impede AI adoption and data program success

KEY FINDING

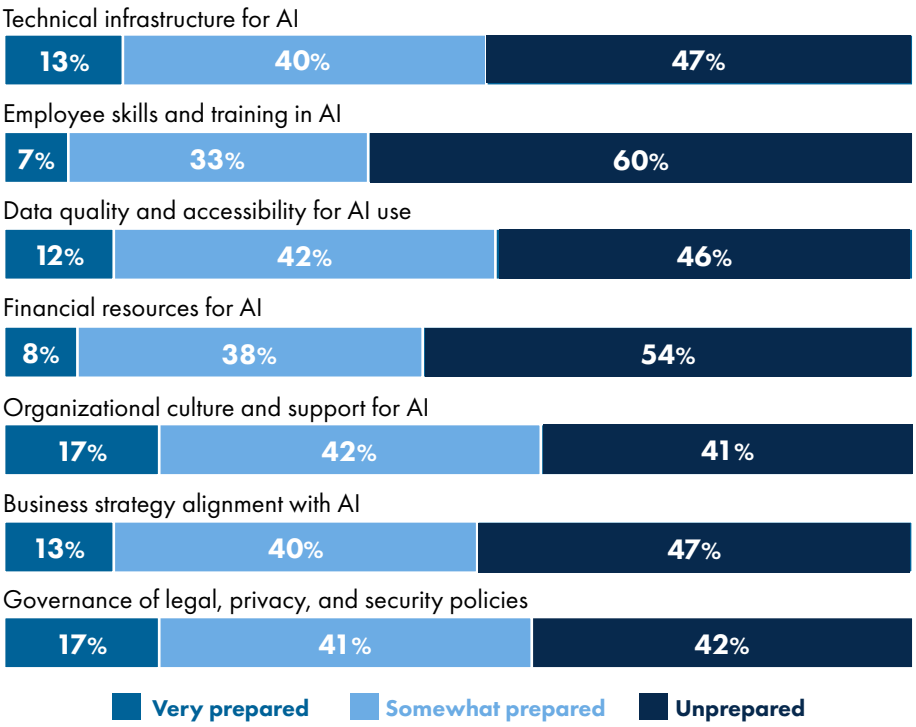
The skills gap widens amid rapid technological advancement.

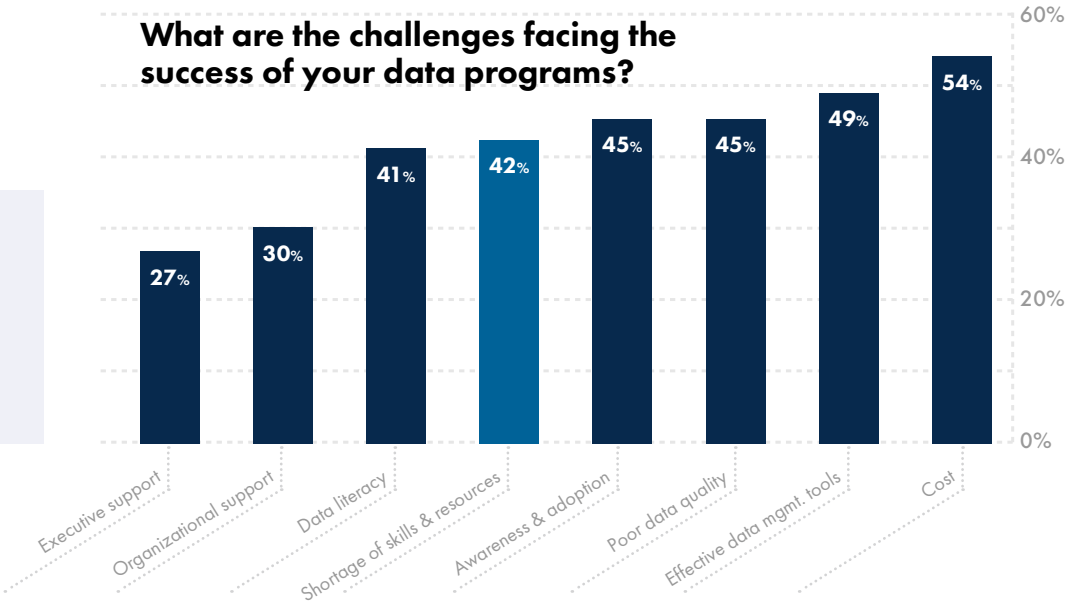
AI is reshaping how companies operate, transforming data usage to create value and guide business decisions. As organizations strive to thrive, acquiring new knowledge and talent becomes increasingly crucial for growth and success.

In this rapidly evolving landscape, a lack of skills and resources that can take a practical approach to AI initiatives can severely hinder an organization's ability to keep up with technological advancements and secure its digital infrastructure – resulting in increased vulnerability and missed opportunities for innovation and efficiency.

With more companies prioritizing data-driven decision-making, the shortage of skills and resources needed for data management, analytics, and AI has grown this year. More respondents this year (42%) say a shortage of skills and resources continues to be one of their biggest challenges to data programs compared to 37% in 2023. Sixty percent (60%) of respondents cite a lack of employee skills and training in AI as a primary reason for their unpreparedness for AI initiatives. ▸

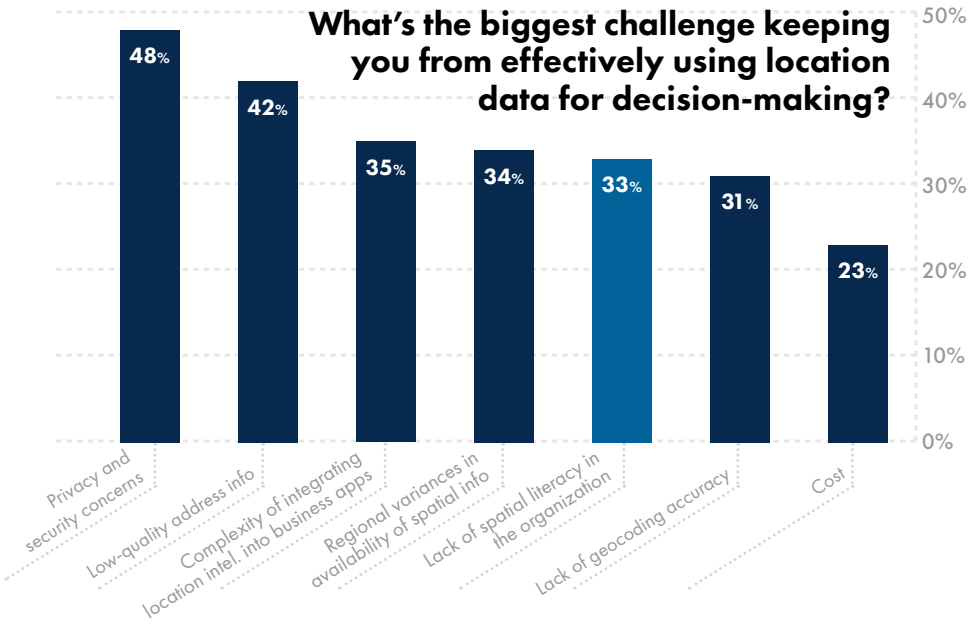
42%
say a shortage of skills and resources is one of their biggest challenges





This year's survey reveals that globally the biggest challenge hindering organizations from achieving high data quality is a shortage of skills and staff (42%). This gap in expertise and resources is consistently identified as the primary barrier to maintaining accurate and reliable data. This is an even bigger challenge in the US (47%) than internationally (37%)

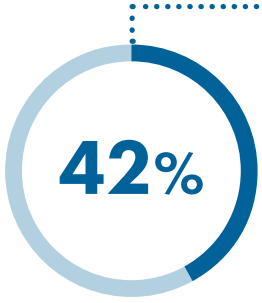
Nearly a third of respondents (33%) say a lack of spatial literacy within the organization poses a significant challenge to effectively utilizing location data. Without a strong understanding of spatial concepts and techniques, teams struggle to interpret and leverage geographic information accurately, limiting the potential insights and decisions derived from location-based data. ■



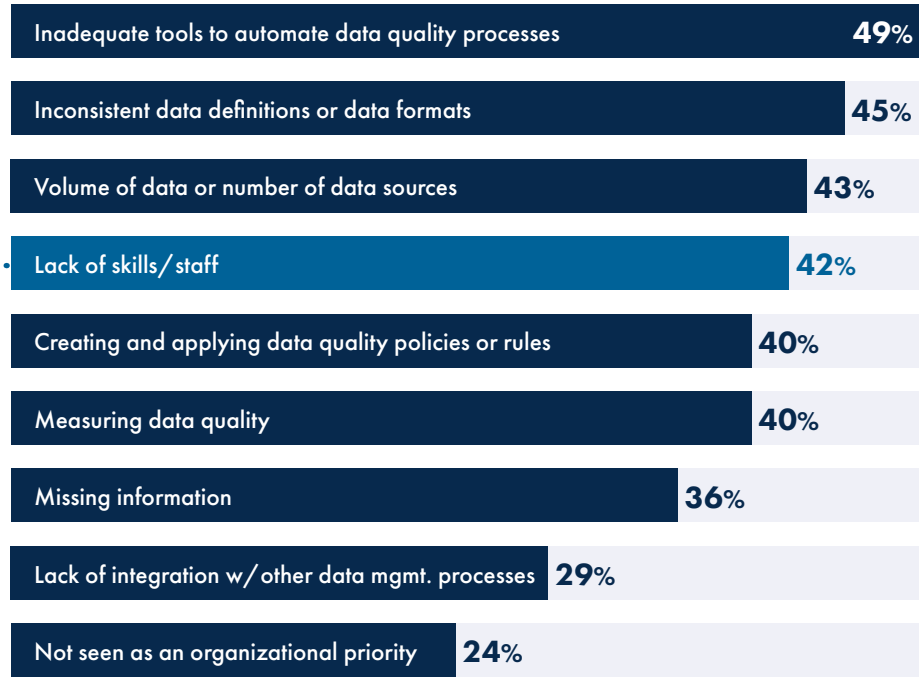
33%

say a lack of spatial literacy poses a challenge to effectively utilizing location data

What's the biggest challenge keeping your organization from achieving high quality data?



report a shortage of skills and resources necessary for the success of data programs.



Conclusion

In 2024, modernization, advanced analytics, and AI are the prevailing trends shaping organizations' data strategies. Data-driven decision-making, operational efficiency, and cost reduction emerge as the primary objectives for our respondents' data initiatives.

Yet, organizations are struggling with the elements required to support these initiatives. For AI, in particular, many respondents report insufficient data readiness driven by lack of data governance and poor data quality.

Organizations also continue to struggle with a lack of resources that have specialized data management and analytics skills. This skills gap can severely impact data quality, affecting the reliability of insights derived from the data. Without the expertise to implement advanced data initiatives, organizations may fail to unlock valuable insights and drive innovation. Additionally, insufficient resources can impede the deployment of necessary technologies and tools, further exacerbating data quality issues and hindering the successful execution of strategic data-driven projects.

Along with the rapid rise of AI, we found a growing emphasis on data governance. Challenges in data governance are the primary obstacles hindering progress in AI initiatives. Tackling these challenges and those related to data quality are the highest priorities for organizations in the coming year.

As predicted in our 2023 report, businesses are exploring spatial analytics and data enrichment to increase data integrity, and adoption is expanding as they increasingly apply location intelligence to critical business problems. However, they face challenges with cost, quality, and integrating third-party data.

Those who have invested in their data programs report returns on those investments, particularly with data governance programs.

To fully capitalize on the business benefits of analytics and AI, investing in data integrity from the ground up is crucial. Start by prioritizing data quality and governance to establish a solid foundation and follow the lead of industry leaders by enhancing your data with spatial and enrichment techniques for deeper, more relevant insights. Ensuring your data is accurate, consistent, and contextually rich is essential to staying competitive in today's fast-evolving market. ■

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