

# Data analytics action points

## Understanding the enormity of data

The amount of data captured already is c.44 zettabytes. That is 40 times more bytes than there are stars in the observable universe.<sup>1</sup>

By 2025, daily global generation of data will be c.463 exabytes (463 billion gigabytes).<sup>2</sup>

A 10% increase in data accessibility could result in more than \$65m additional net income for the typical Fortune 1000 company.<sup>7</sup>

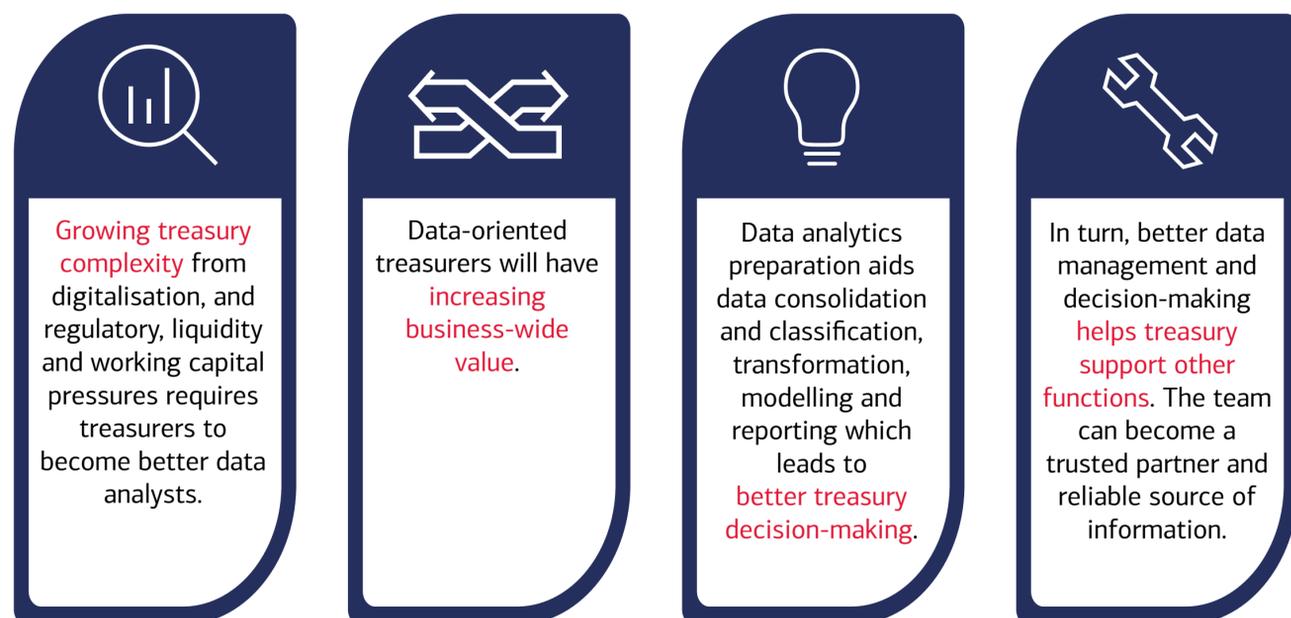
1.7 megabytes of new data is created every second for every human being on the planet.<sup>3</sup>

Less than 0.5% of all data created is ever analysed and used.<sup>6</sup>

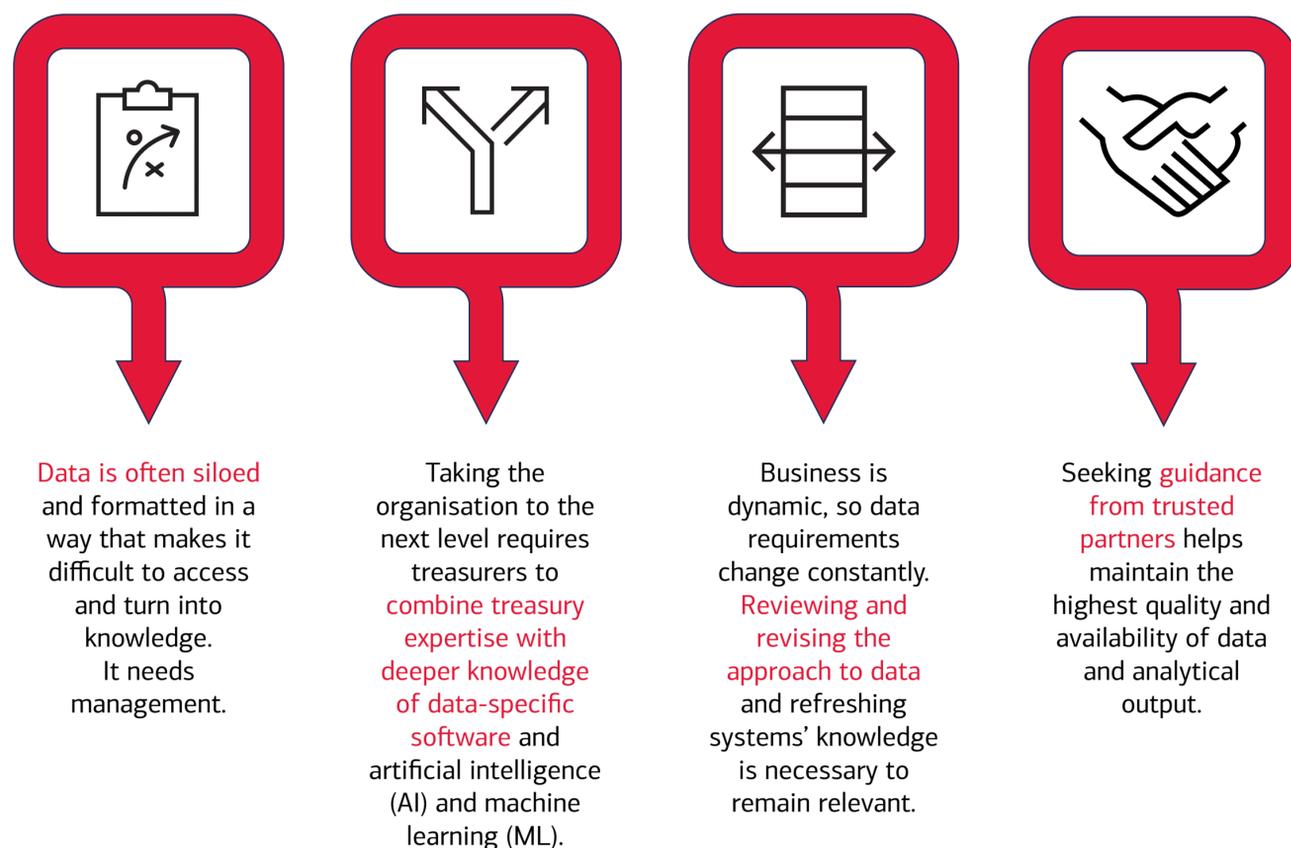
Over 90% of all the data in the world was created in the past two years.<sup>4</sup>

Burning all of the data created in just one day onto DVDs would create a stack that could reach the moon twice.<sup>5</sup>

## Drivers for improving treasury data



## Tackling data challenges



For additional data analytics insights, read the article that accompanies this infographic: (<link>")

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1 <https://www.weforum.org/agenda/2019/04/how-much-data-is-generated-each-day-cf4bddf29f/>

2 <https://www.visualcapitalist.com/how-much-data-is-generated-each-day/#:~:text=By%202025%2C%20it's%20estimated%20that,happens%20in%20an%20internet%20minute.>

3 <https://www.forbes.com/sites/bernardmarr/2015/09/30/big-data-20-mind-boggling-facts-everyone-must-read/?sh=13e926dd17b1>

4 <https://cloudnine.com/ediscoverydaily/electronic-discovery/date-fun-facts-big-data-ediscovery-trends/>

5 <https://www.digitalnest.in/blog/15-astonishing-facts-about-data-science-analytics-that-everyone-should-know/>

6 <https://www.digitalnest.in/blog/15-astonishing-facts-about-data-science-analytics-that-everyone-should-know/>

7 <https://blog.adigo.com/http://blog.adigo.com/staggeringfactsaboutdata>