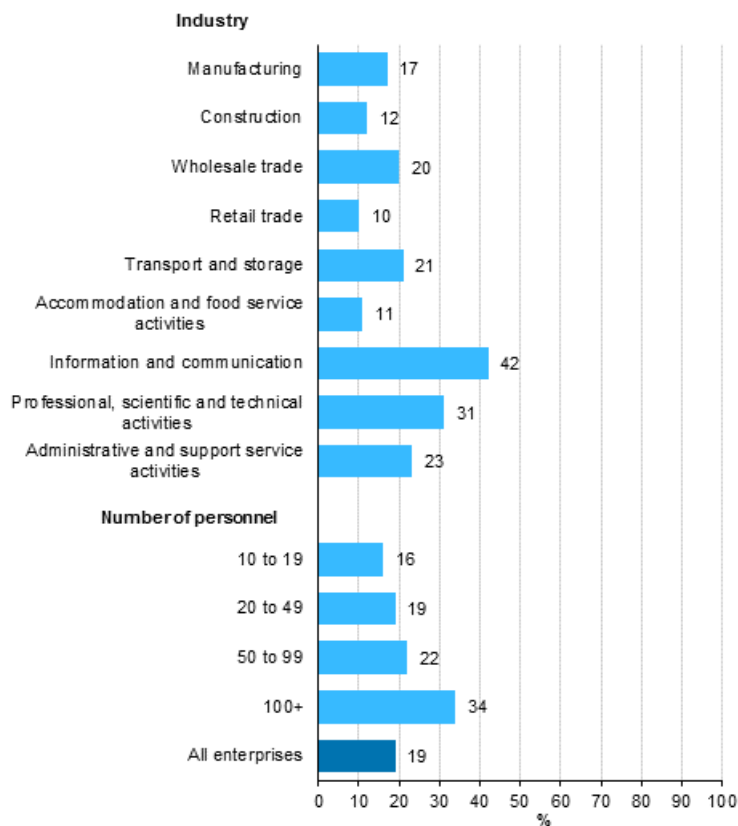


Use of information technology in enterprises 2018

One-fifth of enterprises have utilised big data

Around 19 per cent of enterprises have utilised big data. Among large enterprises, one-third have utilised big data. These data derive from Statistics Finland's survey on information technology in enterprises.

Use of big data, proportion of enterprises employing at least ten persons



By industry, big data are most commonly used in information and communication activities by 42 per cent of enterprises, and least commonly in retail trade by 10 per cent of enterprises. Among the smallest enterprises with 10 to 19 employees, big data were used by 16 per cent, and among the largest enterprises with at least 100 employees, 34 per cent have used big data.

Among the inquired sources of big data, enterprises used most commonly data produced by the social media (9%). Eight per cent of enterprises used data with the enterprises' own smart devices or sensors and seven per cent used location data via portable devices.

Of the enterprises that had used big data, 68 per cent made their own analyses on big data and 45 per cent used external service providers to make the analyses. Of the enterprises having used big data, 23 per cent made both their own analyses and external service providers' analyses on big data.

These data were collected with an inquiry in spring 2018 and they apply to enterprises with at least ten employees.

Contents

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Source: Use of Information Technology in Enterprises 2018, Statistics Finland