

knit

Version 1.0

When Insights Lie Dormant

The untold story of wasted research



Not long ago, I sat down with a senior insights leader at a global brand. She told me about a survey her team had commissioned—tens of thousands of dollars spent, hundreds of customers reached, pages of thoughtful findings produced. Yet, months later, she admitted, **“I’m not sure anyone beyond my team has really seen it.”**

Her words stuck with me. Not because the research lacked value, but because it reminded me of something I’ve heard countless times before: insights often hold incredible potential, but unless they’re activated and shared in the right way, they risk fading into the background.

The truth is, our field is full of moments like this—moments when data could change the course of a product, a brand, or even a business, if only it reached the right people in the right form. And that’s the opportunity in front of us. We are not just collectors of information—we are storytellers, connectors, and catalysts for action.

That’s why we wanted to explore why research so often goes underutilized, and how we can bring it back to life. Because when we transform insights into stories that resonate, we don’t just inform decisions—we empower them. And that, to me, is the most exciting part of the work we do.

With admiration for the impact you’re making every day,

Aneesh Dhawan

CEO, Knit

Aneesh Dhawan



The Hidden Epidemic:

Research Data That Goes Unused



One-third of enterprise data never sees the light of day

80% of companies say data goes unused to some degree, and on average, a **full third (33%) of data is never acted on**. Even worse, 98% admit to data silos—and 75% say at least half of their data is siloed and inaccessible



When 40% of reports don't matter

30-40% of enterprise reports add little or no value, according to McKinsey, often duplicative or ignored. This means the effort of producing research doesn't always translate into impact.



When insights collect dust instead of driving action

Market researchers themselves acknowledge the problem: **insights frequently “collect dust”** because organizations lack the resources or systems to activate them.



How forgotten insights cost enterprises millions

A recent article in Research World highlights the hidden cost of unused research—duplicate studies, forgotten datasets, and **millions wasted in underutilized insights**.

Put simply: enterprises aren't suffering from a lack of data. They're suffering from an inability to activate, share, and storytell that data in ways that drive action.



What It Means:

Costs and Consequences

Financial Waste

For enterprise, market research generally costs **\$20–50K per study**. When unused, this easily translates to millions in wasted spend annually, especially for large organizations.

Slower Decisions

When old reports gather dust, organizations resort to commissioning new studies. This **delays decision-making** and risks losing ground to faster-moving competitors.

Knowledge Loss

Valuable findings disappear over time, as researchers move on, reports go missing, and institutional memory fades. Without activation, data becomes corporate amnesia.

Missed Opportunities & Stale Decisions

With insights out of reach, **firms risk poor decisions**, missed innovations, and duplicated research efforts.

Security & Regulatory Risk

Lost visibility equals lost control. Forgotten data repositories are unmanaged and vulnerable—an **increasingly attractive target for cyberattacks**.

Sustainability Drag

Stored, unused data drains energy and increases carbon footprint—data that never contributed to insight still contributes to waste.



A Story:

The Research that almost stayed buried

Picture a consumer brand that ran a global survey on shopping behavior. The findings included a key signal—customers were frustrated by shipping delays, and competitors were winning with more transparent delivery promises. But that insight was never socialized widely. Six months later, the company lost market share, and leadership spent another \$100,000 on a new survey—unaware the answer was already sitting in their drive.

That's the silent cost of research that isn't activated. Insights unshared are opportunities lost.

Now, imagine a different reality. With a platform that ingests that survey, auto-analyzes its quant and qual inputs, and transforms the report into a compelling narrative—immediately shareable across teams. That brand doesn't just know what customers think—they can act on it fast, across departments, with clarity and speed.



Enter Knit

Bridging the Gap Between Data and Decision

Effortless Data Upload & Activation

Whether your data comes from external surveys, partner-run research, or legacy studies, Knit's data upload capability ensures that nothing valuable gets left behind

Automated Quantitative & Qualitative Analysis

Knit processes both numbers and narratives rapidly—extracting insights without manual wrangling

AI-Generated Reporting

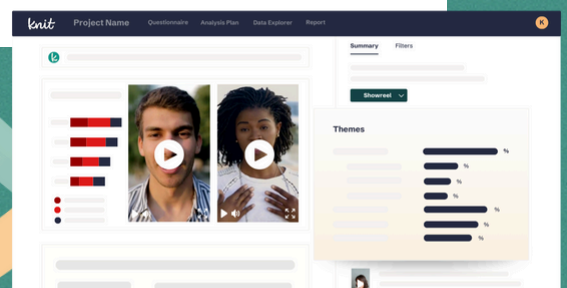
Instead of reports that gather dust, Knit delivers human-centered, actionable stories—bringing insight to life within a day

Seamless Collaboration

Invite your team to collaborate—everyone sees insights in context, unifying knowledge and making past data instantly operational

Insight Storytelling That Connects

We don't just surface insights—we craft them into stories that move people, spark action, and drive decisions



Conclusion

From Dormant Data to Dynamic Decision-Making

The data enterprises already have is often their most valuable. Yet due to accessibility hurdles, format friction, governance gaps, and resource constraints, most of it stays unused. That's a silent efficiency drain—and also a massive missed opportunity.

At Knit, we believe organizations deserve better. **Our platform revives, analyzes, and storytells insights**—quickly and collaboratively—so enterprises can stop repeating research and start acting on what they already know.

If you're ready to transform your latent insights into lived decisions, let's connect. The next great idea might already be inside your data—just waiting to be told.

See Knit in action: goknit.com

