

J.D. Power Brings Industry-Leading Customer Behavior Analytics to Databricks Marketplace with Delta Sharing Integration

Collaboration Expands Access to Leading Cross-Industry Consumer Datasets to Drive Seamless Integration with Predictive Models and AI-Powered Solutions Using Delta Sharing

TROY, Mich.: 23 Jan. 2025 — J.D. Power, a global leader in data analytics, today announced a collaboration with Databricks, the data and AI company, to bring its industry-leading customer behavior datasets to the [Databricks Marketplace](#) using Delta Sharing.

Focused initially on the insurance industry, this initiative will provide a unique daily, competitive view of auto, homeowners and renters insurance shopping and loyalty behaviors for the top carriers at national and state levels. It also will provide cross-industry Net Promoter Score^{®1} brand advocacy datasets and make J.D. Power data available to Databricks Marketplace users in the standardized Delta sharing format that can be seamlessly integrated into existing analytics, forecasting and AI models.

The Databricks Marketplace is an open marketplace for data, analytics and AI that is powered by Delta Sharing. Delta Sharing, an open source approach to sharing, enables seamless, secure data sharing across platforms and clouds without replication with strong security and governance. J.D. Power will continue to expand its offerings of datasets on the Databricks Marketplace in the coming months.

“The global data marketplace is projected to become a \$3.5 billion² industry by 2028 as businesses in virtually every sector have become increasingly reliant on accessing world class data in a standardized format to power their analytics and AI initiatives,” said **Keith Webster, president of global business intelligence at J.D. Power**. “J.D. Power has built its reputation on delivering the most robust, comprehensive and timely data insights available, anywhere, and by making these resources accessible via the Databricks Marketplace and Delta Sharing we are ensuring that we continue to make those insights accessible long into the future.”

“We are excited to welcome J.D. Power to the Databricks ecosystem,” said **Jay Bhankharia, senior director of marketplace and data partnerships at Databricks**. “This alliance represents a significant step forward in integrating J.D. Power’s trusted consumer and market intelligence datasets into the Databricks platform. By merging J.D. Power’s deep industry expertise with Databricks’ advanced Delta Sharing technology, we’re empowering organizations to gain richer, real-time insights into their customers. This collaboration enhances predictive capabilities, enabling businesses to make more informed, data-driven decisions that drive greater impact and value.”

See the online press release at <http://www.jdpower.com/pr-id/2025039>.

¹ Net Promoter,® Net Promoter System,® Net Promoter Score,® NPS,® and the NPS-related emoticons are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc.

² Research and Markets, Global Data Marketplace Platform Market Size, Share & Industry Trends Analysis Report

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services, and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 55 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.jdpower.com/business). The J.D. Power auto-shopping tool can be found at [JDPower.com](https://www.jdpower.com).

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