

Big Data & Business Analytics Market Research
Report by Analytics Tools (Dashboard & Data
Visualization, Data Mining & Warehousing, Reporting,
and Self-Service Tools), by Component (Services and
Solutions), by Deployment Mode, by Application, by
End User - Global Forecast to 2025 - Cumulative
Impact of COVID-19

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## **Abstracts**

#### Market Statistics:

The report provides market sizing and forecast across five major currencies - USD, EUR GBP, JPY, and AUD. This helps organization leaders make better decisions when currency exchange data is readily available.

- 1. The Global Big Data & Business Analytics Market is expected to grow from USD 218.77 Billion in 2020 to USD 446.42 Billion by the end of 2025.
- 2. The Global Big Data & Business Analytics Market is expected to grow from EUR 191.82 Billion in 2020 to EUR 391.43 Billion by the end of 2025.
- 3. The Global Big Data & Business Analytics Market is expected to grow from GBP 170.53 Billion in 2020 to GBP 347.98 Billion by the end of 2025.
- 4. The Global Big Data & Business Analytics Market is expected to grow from JPY 23,348.99 Billion in 2020 to JPY 47,644.94 Billion by the end of 2025.
- 5. The Global Big Data & Business Analytics Market is expected to grow from AUD 317.69 Billion in 2020 to AUD 648.26 Billion by the end of 2025.

### Market Segmentation & Coverage:

This research report categorizes the Big Data & Business Analytics to forecast the revenues and analyze the trends in each of the following sub-markets:



Based on Analytics Tools, the Big Data & Business Analytics Market studied across Dashboard & Data Visualization, Data Mining & Warehousing, Reporting, and Self-Service Tools.

Based on Component, the Big Data & Business Analytics Market studied across Services and Solutions.

Based on Deployment Mode, the Big Data & Business Analytics Market studied across On-Cloud and On-Premise.

'The Risk & Credit Analytics is projected to witness the highest growth during the forecast period'

Based on Application, the Big Data & Business Analytics Market studied across Customer Analytics, Marketing Analytics, Pricing Analytics, Risk & Credit Analytics, Spatial Analytics, Supply Chain Analytics, Transportation Analytics, and Workforce Analytics. The Customer Analytics commanded the largest size in the Big Data & Business Analytics Market in 2020. On the other hand, the Risk & Credit Analytics is expected to grow at the fastest CAGR during the forecast period.

'The Healthcare & Life Sciences is projected to witness the highest growth during the forecast period'

Based on End User, the Big Data & Business Analytics Market studied across Academia & Research, Aerospace & Defense, Automotive, Logistics, & Transportation, Banking, Financial Services & Insurance, Energy & Utility, Government & Public Sector, Healthcare & Life Sciences, IT & Telecommunication, Manufacturing, Media & Entertainment, and Consumer Goods & Retail. The Banking, Financial Services & Insurance commanded the largest size in the Big Data & Business Analytics Market in 2020. On the other hand, the Healthcare & Life Sciences is expected to grow at the fastest CAGR during the forecast period.

'The Asia-Pacific is projected to witness the highest growth during the forecast period'

Based on Geography, the Big Data & Business Analytics Market studied across Americas, Asia-Pacific, and Europe, Middle East & Africa. The Americas region surveyed across Argentina, Brazil, Canada, Mexico, and United States. The Asia-Pacific region surveyed across Australia, China, India, Indonesia, Japan, Malaysia, Philippines,



South Korea, and Thailand. The Europe, Middle East & Africa region surveyed across France, Germany, Italy, Netherlands, Qatar, Russia, Saudi Arabia, South Africa, Spain, United Arab Emirates, and United Kingdom. The Americas commanded the largest size in the Big Data & Business Analytics Market in 2020. On the other hand, the Asia-Pacific is expected to grow at the fastest CAGR during the forecast period.

## Company Usability Profiles:

The report deeply explores the recent significant developments by the leading vendors and innovation profiles in the Global Big Data & Business Analytics Market including Accenture, Acuvate, Amazon Web Services, Inc., Analytics8 Ltd, Elinext Group, Fair Isaac Corporation, Fujitsu Limited, HPE Development LP, IBM Corporation, Micro Focus, Microsoft Corporation, Mindtree Limited, Mu Sigma, NTT DATA, Inc., Oracle Corporation, Palantir Technologies, Plaxonic Technologies., SAP SE, SAS Institute Inc., Sky Potential Technologies, Teradata Corporation, THE AWARE GROUP, ThoughtSpot, TIBCO Software Inc., and Wipro Ltd..

## Cumulative Impact of COVID-19:

COVID-19 is an incomparable global public health emergency that has affected almost every industry, so for and, the long-term effects projected to impact the industry growth during the forecast period. Our ongoing research amplifies our research framework to ensure the inclusion of underlaying COVID-19 issues and potential paths forward. The report is delivering insights on COVID-19 considering the changes in consumer behavior and demand, purchasing patterns, re-routing of the supply chain, dynamics of current market forces, and the significant interventions of governments. The updated study provides insights, analysis, estimations, and forecast, considering the COVID-19 impact on the market.

## 360iResearch FPNV Positioning Matrix:

The 360iResearch FPNV Positioning Matrix evaluates and categorizes the vendors in the Big Data & Business Analytics Market on the basis of Business Strategy (Business Growth, Industry Coverage, Financial Viability, and Channel Support) and Product Satisfaction (Value for Money, Ease of Use, Product Features, and Customer Support) that aids businesses in better decision making and understanding the competitive landscape.

### 360iResearch Competitive Strategic Window:

The 360iResearch Competitive Strategic Window analyses the competitive landscape in terms of markets, applications, and geographies. The 360iResearch Competitive Strategic Window helps the vendor define an alignment or fit between their capabilities



and opportunities for future growth prospects. During a forecast period, it defines the optimal or favorable fit for the vendors to adopt successive merger and acquisition strategies, geography expansion, research & development, and new product introduction strategies to execute further business expansion and growth.

The report provides insights on the following pointers:

- 1. Market Penetration: Provides comprehensive information on the market offered by the key players
- 2. Market Development: Provides in-depth information about lucrative emerging markets and analyzes the markets
- 3. Market Diversification: Provides detailed information about new product launches, untapped geographies, recent developments, and investments
- 4. Competitive Assessment & Intelligence: Provides an exhaustive assessment of market shares, strategies, products, and manufacturing capabilities of the leading players
- 5. Product Development & Innovation: Provides intelligent insights on future technologies, R&D activities, and new product developments

The report answers questions such as:

- 1. What is the market size and forecast of the Global Big Data & Business Analytics Market?
- 2. What are the inhibiting factors and impact of COVID-19 shaping the Global Big Data
- & Business Analytics Market during the forecast period?
- 3. Which are the products/segments/applications/areas to invest in over the forecast period in the Global Big Data & Business Analytics Market?
- 4. What is the competitive strategic window for opportunities in the Global Big Data & Business Analytics Market?
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