

Global Cloud Analytics Market - Trends Analysis, Product Usability Profiles & Forecasts to 2023

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Abstracts

360iResearch predicts the global cloud analytics market to grow from USD 8,723.82 million in 2016 to USD 33,917.91 million by 2023, at a Compound Annual Growth Rate (CAGR) of 21.41%. The year 2016 has been considered as the base year, while the forecast period is up-to 2023.

The major forces driving the growth of the cloud analytics market include the rise in big data and adoption of cloud technology and data backed decision making. Moreover, easy deployment is also one of the factors that is driving the market growth. However data security concern, and incompatible applications on cloud may hinder the market growth. In the middle of difficulty lies opportunity such as the cloud bi on public cloud, and integrating cloud data technology with data analysis enabling forecasting. The possible challenges for the market growth are holistic solution for corporate wide and departmental focused deployment, and integrated business environment. But key players in the market are overcoming the challenges with continual improvement and innovation.

Based on industry, the global cloud analytics market is studied across aerospace & defense, banking, financial services & insurance, consumer goods & retail, education, energy & utilities, government, healthcare & life sciences, information technology, manufacturing, media & entertainment, telecommunication, transportation & logistics, and travel & hospitality. Based on geography, the global cloud analytics market is studied across Americas, Europe, Middle East & Africa, and Asia-Pacific.

The report features a competitive scenario of the cloud analytics market and provides inclusive analysis of key growth strategies adopted by major players. Key products profiled in the study are Azure Machine Learning, Google Cloud Platform, IBM Cognos

Analytics, IBM Operations Analytics, Oracle Analytics Cloud, Oracle Analytics Cloud Service, SAP Analytics Cloud, SAP Cloud Platform, Tableau Online, and Teradata Clouds.

REPORT HIGHLIGHTS:

The report provides deep insights on demand forecasts, market trends and micro and macro indicators. In addition, this report provides insights on the factors that are driving and restraining the demand of cloud analytics market. Moreover, the study highlights current market trends and provides forecast. We also have highlighted future trends in the cloud analytics market that will impact the demand during the forecast period. Moreover, the competitive analysis of cloud analytics market brings an insight on the product usability profiles of the leading players. Additionally, the analysis highlights features & pricing, informant reviews of the key products in the market.

REASONS TO BUY:

The cloud analytics market research study reveals hidden insights and dynamic, which in turn helps the players in the ecosystem take better strategic decisions. The firms looking for purchasing the global cloud analytics market research report could look for following prospects on their way to better understand the market that can aid further decision making and possibly identify the best opportunities to exploit.

Evaluate the qualitative and quantitative aspects of the report and analyze the cloud analytics market penetration with respect to industries and geographies.

Evaluate the key vendors in the cloud analytics market in terms of products satisfaction and business strategy. This helps identify consumer preferences and understand its current position in 360iResearch FPNV Positioning Matrix.

Evaluates the key vendors and deeply analyze competitive landscape, revenue pockets, market trends, growth prospects, pain points, drivers, restraints, challenges and opportunities of the cloud analytics market.

Contents

1. PREFACE

- 1.1 Objectives of the Study
- 1.2 Market Definition
- 1.3 Market Segmentation & Coverage
- 1.4 Years Considered for the Study
- 1.5 Currency & Pricing
- 1.6 Stakeholders

2. RESEARCH & FORECASTING

- 2.1 Research Methodology
 - 2.1.1 Research Instruments
 - 2.1.1.1 Secondary Instrument
 - 2.1.1.2 Primary Instrument
 - 2.1.2 Research Approaches
 - 2.1.2.1 Bottom-up Approach
 - 2.1.2.2 Top-down Approach
 - 2.1.3 Research Reliability & Validity
 - 2.1.4 Research Assumptions
- 2.2 Forecasting Methodology
 - 2.2.1 Methodology for Market Estimation & Forecasting
 - 2.2.2 Significance and Importance of the Market Estimation & Forecasting

3. EXECUTIVE SUMMARY

4. PREMIUM INSIGHT

- 4.1 Market Connectivity
- 4.2 Market Data Feed
- 4.3 Market Dynamics
 - 4.3.1 Drivers
 - 4.3.1.1 Rise in big data and adoption of cloud technology
 - 4.3.1.2 Data backed decision making
 - 4.3.1.3 Easy deployment
 - 4.3.2 Restraints
 - 4.3.2.1 Data security concern

- 4.3.2.2 Incompatible applications on cloud
- 4.3.3 Opportunities
 - 4.3.3.1 Cloud BI on public cloud
 - 4.3.3.2 Integrating cloud data technology with data analysis enabling forecasting
- 4.3.4 Challenges
 - 4.3.4.1 Holistic solution for corporate wide and departmental focused deployment
 - 4.3.4.2 Integrated business environment

5. GLOBAL CLOUD ANALYTICS MARKET, BY INDUSTRY

- 5.1 Aerospace & Defense
 - 5.1.1 Overview
 - 5.1.2 Market Sizing & Forecasting
- 5.2 Banking, Financial Services & Insurance
 - 5.2.1 Overview
 - 5.2.2 Market Sizing & Forecasting
- 5.3 Consumer Goods & Retail
 - 5.3.1 Overview
 - 5.3.2 Market Sizing & Forecasting
- 5.4 Education
 - 5.4.1 Overview
 - 5.4.2 Market Sizing & Forecasting
- 5.5 Energy & Utilities
 - 5.5.1 Overview
 - 5.5.2 Market Sizing & Forecasting
- 5.6 Government
 - 5.6.1 Overview
 - 5.6.2 Market Sizing & Forecasting
- 5.7 Healthcare & Life Sciences
 - 5.7.1 Overview
 - 5.7.2 Market Sizing & Forecasting
- 5.8 Information Technology
 - 5.8.1 Overview
 - 5.8.2 Market Sizing & Forecasting
- 5.9 Manufacturing
 - 5.9.1 Overview
 - 5.9.2 Market Sizing & Forecasting
- 5.10 Media & Entertainment
 - 5.10.1 Overview

- 5.10.2 Market Sizing & Forecasting
- 5.11 Telecommunication
 - 5.11.1 Overview
 - 5.11.2 Market Sizing & Forecasting
- 5.12 Transportation & Logistics
 - 5.12.1 Overview
 - 5.12.2 Market Sizing & Forecasting
- 5.13 Travel & Hospitality
 - 5.13.1 Overview
 - 5.13.2 Market Sizing & Forecasting

6. GLOBAL CLOUD ANALYTICS MARKET, BY GEOGRAPHY

- 6.1 Americas
 - 6.1.1 Overview
 - 6.1.2 Market Sizing & Forecasting
 - 6.1.3 United States
- 6.2 Europe, Middle East & Africa
 - 6.2.1 Overview
 - 6.2.2 Market Sizing & Forecasting
 - 6.2.3 United Kingdom
 - 6.2.4 Germany
 - 6.2.5 Saudi Arabia
- 6.3 Asia-Pacific
 - 6.3.1 Overview
 - 6.3.2 Market Sizing & Forecasting
 - 6.3.3 China
 - 6.3.4 Japan
 - 6.3.5 India

7. COMPETITIVE LANDSCAPE

- 7.1 360iResearch FPNV Positioning Matrix
 - 7.1.1 Business Strategy
 - 7.1.2 Product Satisfaction
- 7.2 Competitive Product Features Matrix
- 7.2 Competitive News Feed Analysis

8. PRODUCT USABILITY PROFILES

- 8.1 Azure Machine Learning
- 8.2 Google Cloud Platform
- 8.3 IBM Cognos Analytics
- 8.4 IBM Operations Analytics
- 8.5 Oracle Analytics Cloud
- 8.6 Oracle Analytics Cloud Service
- 8.7 SAP Analytics Cloud
- 8.8 SAP Cloud Platform
- 8.9 Tableau Online
- 8.10 Teradata Clouds

9. APPENDIX

- 9.1 Analysts Review
- 9.2 Disclaimer

List Of Tables

LIST OF TABLES (26 TABLES)

TABLE 1. GLOBAL CLOUD ANALYTICS MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 2. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY INDUSTRY, 2015 - 2023 (USD MILLION)

TABLE 3. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 4. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 5. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 6. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 7. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 8. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 9. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 10. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 11. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 12. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 13. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 14. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 15. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 16. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2015 - 2023 (USD MILLION)

TABLE 17. AMERICAS CLOUD ANALYTICS MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 18. EUROPE, MIDDLE EAST & AFRICA CLOUD ANALYTICS MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 19. ASIA-PACIFIC CLOUD ANALYTICS MARKET SIZE, 2015 - 2023 (USD MILLION)

TABLE 20. 360IRESEARCH SCORES FOR FOREFRONT IN CLOUD ANALYTICS MARKET

TABLE 21. 360IRESEARCH SCORES FOR PATHFINDERS IN CLOUD ANALYTICS MARKET

TABLE 22. 360IRESEARCH SCORES FOR NICHE IN CLOUD ANALYTICS MARKET

TABLE 23. 360IRESEARCH SCORES FOR VITAL IN CLOUD ANALYTICS MARKET

TABLE 24. 360IRESEARCH FPNV POSITIONING MATRIX BUSINESS STRATEGY FOR CLOUD ANALYTICS MARKET

TABLE 25. 360IRESEARCH FPNV POSITIONING MATRIX PRODUCT SATISFACTION FOR CLOUD ANALYTICS MARKET

TABLE 26. 360IRESEARCH COMPETITIVE PRODUCT FEATURES MATRIX FOR CLOUD ANALYTICS MARKET

List Of Figures

LIST OF FIGURES (47 FIGURES)

FIGURE 1. GLOBAL CLOUD ANALYTICS MARKET: YEARS CONSIDERED FOR THE STUDY

FIGURE 2. GLOBAL CLOUD ANALYTICS MARKET: KEY RESEARCH METHODOLOGY

FIGURE 3. GLOBAL CLOUD ANALYTICS MARKET: KEY SECONDARY INSTRUMENT SOURCES

FIGURE 4. GLOBAL CLOUD ANALYTICS MARKET: KEY BREAKDOWN OF PRIMARY INSTRUMENT

FIGURE 5. GLOBAL CLOUD ANALYTICS MARKET: KEY DATA TRIANGULATION

FIGURE 6. GLOBAL CLOUD ANALYTICS MARKET: KEY RESEARCH ASSUMPTIONS

FIGURE 7. GLOBAL CLOUD ANALYTICS MARKET CONNECTIVITY

FIGURE 8. GLOBAL CLOUD ANALYTICS MARKET SIZE, 2015 - 2023 (USD MILLION)

FIGURE 9. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY INDUSTRY, 2016 (USD MILLION)

FIGURE 10. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 11. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 12. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY AEROSPACE & DEFENSE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 13. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 14. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY BANKING, FINANCIAL SERVICES & INSURANCE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 15. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 16. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY CONSUMER GOODS & RETAIL, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 17. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 18. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY EDUCATION, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 19. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 20. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY ENERGY & UTILITIES, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 21. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 22. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY GOVERNMENT, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 23. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 24. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY HEALTHCARE & LIFE SCIENCES, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 25. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 26. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY INFORMATION TECHNOLOGY, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 27. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 28. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY MANUFACTURING, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 29. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 30. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY MEDIA & ENTERTAINMENT, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 31. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 32. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY TELECOMMUNICATION, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 33. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 34. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY TRANSPORTATION & LOGISTICS, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 35. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2016 (USD MILLION)

FIGURE 36. GLOBAL CLOUD ANALYTICS MARKET SIZE, BY TRAVEL & HOSPITALITY, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 37. AMERICAS CLOUD ANALYTICS MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 38. UNITED STATES CLOUD ANALYTICS MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 39. EUROPE, MIDDLE EAST & AFRICA CLOUD ANALYTICS MARKET SIZE,

BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 40. UNITED KINGDOM CLOUD ANALYTICS MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 41. GERMANY CLOUD ANALYTICS MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 42. SAUDI ARABIA CLOUD ANALYTICS MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 43. ASIA-PACIFIC CLOUD ANALYTICS MARKET SIZE, BY GEOGRAPHY, 2016 VS 2023 (USD MILLION)

FIGURE 44. CHINA CLOUD ANALYTICS MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 45. JAPAN CLOUD ANALYTICS MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 46. INDIA CLOUD ANALYTICS MARKET SIZE, 2016 VS 2023 (USD MILLION)

FIGURE 47. 360IRESEARCH FPNV POSITIONING MATRIX FOR CLOUD ANALYTICS MARKET

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