

# 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.

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