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

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Abstracts

360iResearch predicts the global user behavior analytics market to grow from USD 185.12 million in 2016 to USD 1,502.58 million by 2023, at a Compound Annual Growth Rate (CAGR) of 34.87%. 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 user behavior analytics market include the need to identify vulnerabilities inside organisation and need t0 aligned business to risk. Moreover, real-time threat detection is also one of the factors that is driving the market growth. However perfect for analysis but not security, and unawareness about advanced inside threat may hinder the market growth. In the middle of difficulty lies opportunity such as the integrate uba with infrastructure, and uba integration with machine learning algorithm. The possible challenges for the market growth is detecting advanced threat real-time. But key players in the market are overcoming the challenges with continual improvement and innovation.

Based on industry, the global user behavior 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 user behavior analytics market is studied across Americas, Europe, Middle East & Africa, and Asia-Pacific.

The report features a competitive scenario of the user behavior analytics market and provides inclusive analysis of key growth strategies adopted by major players. Key

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products profiled in the study are Balabit Blindspotter, Exabeam Advanced Analytics, Gurucul Risk Analytics, InsightIDR, LogRhythm User and Entity Behavior Analytics, Microsoft Advanced Threat Analytics, Niara User and Entity Behavior Analytics, SNYPR Security Analytics Platform, Splunk User Behavior Analytics, and Varonis Data Security Platform.

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 user behavior analytics market. Moreover, the study highlights current market trends and provides forecast. We also have highlighted future trends in the user behavior analytics market that will impact the demand during the forecast period. Moreover, the competitive analysis of user behavior 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 user behavior 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 user behavior 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 user behavior analytics market penetration with respect to industries and geographies.

Evaluate the key vendors in the user behavior 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 user behavior analytics market.

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