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Big Data and Business Analytics Market by Component (Hardware, Software, and Service) Deployment Model (On-premise and Cloud), Analytics Tool (Dashboard & Data Visualization, Data Mining & Warehousing, Self-service Tools, Reporting, and Others), Application (Customer Analytics, Supply Chain Analytics, Marketing Analytics, Pricing Analytics, Spatial Analytics, Workforce Analytics, Risk & Credit Analytics, and Transportation Analytics), and Industry Vertical (BFSI, Manufacturing, Healthcare, Government, Energy & Utilities, Transportation, Retail & E-Commerce, IT & Telecom, Education and Others): Global Opportunity Analysis and Industry Forecast, 2020–2027

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Abstracts

Big data and business analytics refer to the process of gathering useful information from large set of structured and unstructured data for discovering hidden patterns and analyzing real-time information. In addition, organizations are adopting big data analytics instead of traditional databases to gain a competitive edge over their rivals and to increase their market share. Furthermore, big data analytics is used by researchers, analysts, and business users for faster and better decision-making, using data that was previously inaccessible or unusable. Thus, all these factors collectively contribute toward the growth of the big data and business analytics market.

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Surge in adoption of big data analytics software by various organizations to deliver enhanced & faster decision-making and to provide competitive advantage by analyzing and acting upon information in a timely manner significantly boosts the growth of the global big data and business analytics market. In addition, increase in demand for cloud-based big data analytics software among small & medium enterprises positively impacts the growth of the market. However, high implementation cost and dearth of skilled workforce are expected to hamper the market growth. On the contrary, increase in need to gain better insights for business planning and emerging trends such as social media analytics are expected to offer remunerative opportunities for the expansion of the market during the forecast period. Each of these factors is projected to have a definite impact on the growth of the big data and business analytics market.

The global big data and business analytics market is segmented into component, deployment model, analytics tool, application, industry vertical, and region. In terms of component, the market is fragmented into hardware, software, and services. Depending on deployment model, it is bifurcated into on-premise and cloud. On the basis of analytics tool, it is categorized into dashboard & data visualization, data mining & warehousing, self-service tools, reporting, and others. The applications covered in the study include customer analytics, supply chain analytics, marketing analytics, pricing analytics, spatial analytics, workforce analytics, risk & credit analytics, and transportation analytics. As per industry vertical, the market is segregated into BFSI, manufacturing, healthcare, government, energy & utilities, transportation, retail & e-commerce, IT & telecom, education and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players profiled in the big data and business analytics market analysis are Amazon Web Services, Fair Isaac Corporation, IBM Corporation, Microsoft Corporation, Oracle Corporation, Hewlett Packard Enterprise Development LP, SAP SE, SAS Institute Inc., TIBCO Software Inc., and Teradata Corporation. These players have adopted various strategies to increase their market penetration and strengthen their position in the industry.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of global big data and business analytics market forecast along with the current trends and future estimations to elucidate the imminent investment pockets.

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Information about key drivers, restraints, and opportunities and their impact analysis on global market is provided in the report.

Porter’s five forces analysis illustrates the potency of the buyers and suppliers operating in the industry.

The quantitative analysis of the market from 2020 to 2027 is provided to determine the market potential.

Key Market Segments

By Component

Hardware

Software

Service

By Deployment Model

On-premise

Cloud

By Analytics Tool

Dashboard & Data Visualization

Data Mining & Warehousing

Self-service Tools

Reporting

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- Others

By Application

- Customer Analytics
- Supply Chain Analytics
- Marketing Analytics
- Pricing Analytics
- Spatial Analytics
- Workforce Analytics
- Risk & Credit Analytics
- Transportation Analytics

By Industry Vertical

- BFSI
- Manufacturing
- Healthcare
- Government
- Energy & Utilities
- Transportation
- Retail & E-commerce

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- IT & Telecom
- Education
- Others

By Region

- North America
  - U.S.
  - Canada
- Europe
  - UK
  - Germany
  - France
  - Italy
  - Spain
  - Netherlands
  - Rest of Europe
- Asia-Pacific
  - China
  - India
  - Japan

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South Korea

Australia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY MARKET PLAYERS

Amazon Web Services

Fair Isaac Corporation

IBM Corporation

Microsoft Corporation

Oracle Corporation

Hewlett Packard Enterprise Development LP

SAP SE

SAS Institute Inc.

TIBCO Software Inc.

Teradata Corporation

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