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# Data Wrangling Market by Component (Solution and Services), Deployment Model (On-Premise and Cloud), Organization Size (Large Enterprises and Small & Medium Enterprises), Business Functions (Finance, Marketing & Sales, Operations and Human Resources), Industry Vertical (BFSI, Government & Public Sector, Healthcare & Life Science, Retail & E-Commerce, Media & Entertainment, Energy & Utilities, IT & Telecom, Manufacturing and Others): Global Opportunity Analysis and Industry Forecast, 2019–2026

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## Abstracts

Data wrangling is the process of cleaning, enriching and structuring raw data into meaningful insights for increasing the decision-making capability of an organization. Data wrangling provides precise and actionable data to business analyst and reduce the time spent on collecting and analyzing data. Furthermore, increase in digitalization across various industry verticals has increase the volume of data owing to which the adoption of data wrangling solution has increased. In addition, data wrangling helps organizations to correlate with the data which is composed and turn it into an expressive level and find hidden perceptions that can be used through decision making procedures.

Increase in volume and velocity of data across the organizations and technological advancement such as AI and machine learning technologies in data wrangling drives the growth of the market. In addition, growth of edge computing solutions fuels the growth of the market. However, reluctance to shift from traditional extract, transform and

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load (ETL) tools to advance automated tools hampers the growth of the market. Furthermore, increasing regulatory pressure among the enterprises is expected to present major opportunities for the expansion of the market in future.

The global data wrangling market is segmented into component, deployment model, organization size, business function, industry vertical and region. In terms of component, it is bifurcated into solution and service. Based on deployment model, the market is segmented into on-premise and cloud. By organization size, it is divided into large enterprises and small- and medium-sized enterprises (SME's). In terms of business function, the market is classified into finance, marketing & sales, operations and human resources. As per industry vertical, the market is segmented into BFSI, government & public sector, healthcare & life science, retail and e-commerce, media & entertainment, energy & utilities, IT & telecom, manufacturing and others. Region wise, it is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The report analyses the profiles of key players operating in the market IBM Corporation, Oracle Corporation, SAS institute, Tibco Software, Hitachi Vantara, Teradata Corporation, Alteryx, Impetus, Trifacta Software Inc., and Paxata Inc. 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 the global data wrangling market along with the current & future trends to elucidate the imminent investment pockets.

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

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

The quantitative analysis of the global data wrangling market from 2019 to 2026 is provided to determine the market potential.

Key market segments

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By Component

- Solution
- Service

By Deployment Mode

- On-Premise
- Cloud

By Organization Size

- Large Enterprises
- Small & Medium Enterprises

By Business Function

- Finance
- Marketing & Sales
- Operations
- Human Resources

By Industry Vertical

- BFSI
- Government & Public Sector

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- Healthcare & Life Science
- Retail & E-commerce
- Media & Entertainment
- IT & Telecom
- Manufacturing
- Others

By Region

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

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Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

KEY MARKET PLAYERS

IBM Corporation

Oracle Corporation

SAS institute

Tibco Software

Hitachi Vantara

Teradata Corporation

Alteryx

Impetus

Trifacta Software Inc.

Paxata Inc

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