

# **Data Analytics Outsourcing Market by Type (Descriptive, Predictive and Prescriptive), Application (Sales Analytics, Marketing Analytics, Risk & Financial Analytics, Supply Chain Analytics and Others) and Vertical (BFSI, Telecom, Retail, Healthcare, Media & Entertainment, Others) - Global Opportunity Analysis and Industry Forecast, 2014 - 2020**

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## **Abstracts**

Data analytics outsourcing denotes outsourcing of data and statistical research, in addition to applying computational resources for effective decision-making and advanced business solutions to third party vendors. Data analytics tools enable organizations to make better decisions, increase efficiency, reduce operational costs, provide customized offerings and enhance customer services. Several companies prefer using data analytics to analyze large amount of data through various quantitative and qualitative techniques to gain market and customer insights. There has been a significant increase in the data generated by organizations, owing to greater adoption of mobile devices, social media, and growing development of multimedia content. Aggrandized data generation by organizations across various sectors and decreasing cost of data storage solutions have fostered the growing need for taking successful business decisions based on market analysis and insights. Most of the organizations are increasingly recognizing the benefits and profitability of applying data analytics, however, lack of in-house skilled resources and expertise is driving them towards outsourcing data analytics. The data analytics outsourcing market is in its nascent stage and is expected to grow rapidly during the forecast period, owing to the growing awareness about advantages and increased productivity obtained from data analytics outsourcing. However, privacy concerns of confidential data and data security issues restrict the growth of the data analytics outsourcing market. However, increasing

investment in social analytics and real-time analytics has provided ample growth opportunities to the market players.

The vendors in the market offer a wide range of data analytics outsourcing services to help consumers in formulating effective business strategies and maximizing profits. In addition, the service providers in the market are acquiring and collaborating with top companies in the market to enhance their offerings in the market and expand their customer base. For instance, in November 2013, Fractal Analytics collaborated with Sequoya, which is a customer management solutions provider. This partnership is aimed at providing predictive analytics solutions to retailers and consumer packaged goods manufacturers, further driving them towards real-time pricing and promotion decisions. In May 2015, Accenture introduced Accenture Analytics Applications Platform for delivery of actionable insights and data driven decisions. The platform also provides advanced analytics applications catering to needs of specific industries and applications. Other leading players in the market include Tata Consultancy Services Ltd., ZS Associates, Inc., WIPRO Ltd., Genpact Ltd., Accenture and Capgemini. The world data analytics outsourcing market is segmented on the basis of type, application, vertical, and geography. Based on the type of data analytics outsourcing, the market is segmented into predictive, descriptive, and prescriptive. The application segment is categorized into sales analytics, marketing analytics, risk & finance analytics, supply chain analytics, and others. Data analytics outsourcing is implemented across domains, such as BFSI, telecom, retail, healthcare, media & entertainment, and others. This report comprises a detailed geographic distribution of the market across North America, Europe, APAC and LAMEA.

## KEY BENEFITS

This report provides an in-depth analysis of data analytics outsourcing market with current and future trends to elucidate the imminent investment pockets in the market

Current and future trends have been outlined to determine the overall attractiveness and single out profitable trends to gain a stronger foothold in the market

The report provides information regarding key drivers, restraints and opportunities along with impact analysis

Quantitative analysis of the current market and estimations during the period of 2015–2020 have been provided to showcase the financial appetency of the

market

Porter's Five Forces Model and SWOT analysis of the industry illustrate the potency of the buyers and suppliers participating in the market

Value chain analysis in the report provides a clear understanding of the roles of stakeholders involved in the value chain

## DATA ANALYTICS OUTSOURCING MARKET SEGMENTATION

The market is segmented on the basis of type, application, vertical and geography.

### MARKET BY TYPE

Descriptive

Predictive

Prescriptive

### MARKET BY APPLICATION

Sales Analytics

Marketing Analytics

Risk & Financial Analytics

Supply Chain Analytics

Others

### MARKET BY VERTICAL

BFSI

Telecom

Retail

Healthcare

Media & Entertainment

Others

## MARKET BY GEOGRAPHY

North America

Europe

APAC

LAMEA

## KEY PLAYERS

Fractal Analytics Ltd.

Tata Consultancy Services Ltd.

ZS Associates, Inc.

WIPRO Ltd.

Genpact Ltd.

Accenture

Capgemini

International Business Machines Corporation

Mu Sigma, Inc.

Opera Solutions

## Contents

### **CHAPTER 1 INTRODUCTION**

- 1.1 Report description
- 1.2 Key benefits
- 1.3 Key market segments
- 1.4 Research methodology
  - 1.4.1 Secondary research
  - 1.4.2 Primary research
  - 1.4.3 Analyst tools and models

### **CHAPTER 2 EXECUTIVE SUMMARY**

- 2.1 CXO perspective

### **CHAPTER 3 MARKET OVERVIEW**

- 3.1 Market definition and scope
- 3.2 Key Findings
  - 3.2.1 Top impacting factor
  - 3.2.2 Top winning strategies
  - 3.2.3 Top investment pockets
- 3.3 Value chain analysis
- 3.4 Porters five forces analysis
- 3.5 Market share analysis, 2014
- 3.6 Drivers
- 3.7 Restraints
- 3.8 Opportunities

### **CHAPTER 4 WORLD DATA ANALYTICS OUTSOURCING MARKET, BY TYPE**

- 4.1 Descriptive Data Analytics
  - 4.1.1 Key market trends
  - 4.1.2 Competitive Scenario
  - 4.1.3 Key drivers and opportunities
  - 4.1.4 Market size and forecast
- 4.2 Predictive Data Analytics
  - 4.2.1 Key market trends

- 4.2.2 Competitive Scenario
- 4.2.3 Key drivers and opportunities
- 4.2.4 Market size and forecast
- 4.3 Prescriptive Data Analytics
  - 4.3.1 Key market trends
  - 4.3.2 Competitive Scenario
  - 4.3.3 Key drivers and opportunities
  - 4.3.4 Market size and forecast

## **CHAPTER 5 WORLD DATA ANALYTICS OUTSOURCING MARKET, BY APPLICATION**

- 5.1 Sales Analytics
  - 5.1.1 Market size and forecast
- 5.2 Marketing Analytics
  - 5.2.1 Market size and forecast
- 5.3 Finance & Risk Analytics
  - 5.3.1 Market size and forecast
- 5.4 Supply Chain Analytics
  - 5.4.1 Market size and forecast
- 5.5 Others
  - 5.5.1 Market size and forecast

## **CHAPTER 6 WORLD DATA ANALYTICS OUTSOURCING MARKET, BY VERTICAL**

- 6.1 BFSI
  - 6.1.1 Market size and forecast
- 6.2 Healthcare
  - 6.2.1 Market size and forecast
- 6.3 Telecommunication
  - 6.3.1 Market size and forecast
- 6.4 Retail
  - 6.4.1 Market size and forecast
- 6.5 Media & Entertainment
  - 6.5.1 Market size and forecast
- 6.6 Others
  - 6.6.1 Market size and forecast

## **CHAPTER 7 WORLD DATA ANALYTICS OUTSOURCING MARKET, BY**

*Data Analytics Outsourcing Market by Type (Descriptive, Predictive and Prescriptive), Application (Sales Analy...*

## **GEOGRAPHY**

### 7.1 North America

- 7.1.1 Key market trends
- 7.1.2 Competitive Scenario
- 7.1.3 Key drivers and opportunities
- 7.1.4 Market size and forecast

### 7.2 Europe

- 7.2.1 Key market trends
- 7.2.2 Competitive Scenario
- 7.2.3 Key drivers and opportunities
- 7.2.4 Market size and forecast

### 7.3 Asia-Pacific

- 7.3.1 Key market trends
- 7.3.2 Competitive Scenario
- 7.3.3 Key drivers and opportunities
- 7.3.4 Market size and forecast

### 7.4 LAMEA

- 7.4.1 Key market trends
- 7.4.2 Competitive Scenario
- 7.4.3 Key drivers and opportunities
- 7.4.4 Market size and forecast

## **CHAPTER 8 COMPANY PROFILE**

### 8.1 Fractal Analytics Ltd

- 8.1.1 Company overview
- 8.1.2 Company snapshot
- 8.1.3 Business performance
- 8.1.4 Key Strategies and development
- 8.1.5 SWOT Analysis of Fractal Analytics Ltd

### 8.2 Opera Solutions LLC

- 8.2.1 Company overview
- 8.2.2 Company snapshot
- 8.2.3 Business performance
- 8.2.4 Key Strategies and developments
- 8.2.5 SWOT analysis of Opera Solutions LLC

### 8.3 ZS Associates, Inc.

- 8.3.1 Company overview



- 8.3.2 Company snapshot
- 8.3.3 Business performance
- 8.3.4 Key Strategies and developments
- 8.3.5 SWOT analysis of ZS Associates, Inc.
- 8.4 Tata Consultancy Services Ltd.
  - 8.4.1 Company overview
  - 8.4.2 Company snapshot
  - 8.4.3 Business performance
  - 8.4.4 Key Strategies and development
  - 8.4.5 SWOT Analysis of Tata Consultancy Services Ltd.
- 8.5 Wipro Ltd.
  - 8.5.1 Company overview
  - 8.5.2 Company snapshot
  - 8.5.3 Business performance
  - 8.5.4 Key Strategies and development
  - 8.5.5 SWOT Analysis of Wipro Ltd.
- 8.6 Genpact Ltd.
  - 8.6.1 Company overview
  - 8.6.2 Company snapshot
  - 8.6.3 Business performance
  - 8.6.4 Key Strategies and development
  - 8.6.5 SWOT Analysis of Genpact Ltd.
- 8.7 Accenture
  - 8.7.1 Company overview
  - 8.7.2 Company snapshot
  - 8.7.3 Business performance
  - 8.7.4 Key Strategies and development
  - 8.7.5 SWOT Analysis of Accenture
- 8.8 Capgemini
  - 8.8.1 Company overview
  - 8.8.2 Company snapshot
  - 8.8.3 Business performance
  - 8.8.4 Key Strategies and development
  - 8.8.5 SWOT Analysis of Capgemini
- 8.9 IBM Corporation
  - 8.9.1 Company overview
  - 8.9.2 Company snapshot
  - 8.9.3 Business performance
  - 8.9.4 Key Strategies and development

- 8.9.5 SWOT Analysis of IBM Corporation
- 8.10 Mu Sigma, Inc.
  - 8.10.1 Company overview
  - 8.10.2 Company snapshot
  - 8.10.3 Business performance
  - 8.10.4 Key Strategies and development
  - 8.10.5 SWOT Analysis of Mu Sigma, Inc.

## List Of Tables

### LIST OF TABLES

TABLE 1 WORLD DATA ANALYTICS OUTSOURCING MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 2 WORLD DATA ANALYTICS OUTSOURCING MARKET REVENUE BY TYPE, 2014-2020 (\$MILLION)

TABLE 3 WORLD DESCRIPTIVE DATA ANALYTICS OUTSOURCING MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 4 WORLD PREDICTIVE DATA ANALYTICS OUTSOURCING MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 5 WORLD PRESCRIPTIVE DATA ANALYTICS OUTSOURCING MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 6 WORLD DATA ANALYTICS OUTSOURCING MARKET REVENUE BY APPLICATION, 2014-2020 (\$MILLION)

TABLE 7 WORLD SALES DATA ANALYTICS OUTSOURCING MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 8 WORLD MARKETING DATA ANALYTICS OUTSOURCING MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 9 WORLD FINANCE & RISK DATA ANALYTICS OUTSOURCING MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 10 WORLD SUPPLY CHAIN DATA ANALYTICS OUTSOURCING MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 11 WORLD OTHER APPLICATION DATA ANALYTICS OUTSOURCING MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 12 WORLD DATA ANALYTICS OUTSOURCING MARKET REVENUE BY VERTICAL, 2014-2020 (\$MILLION)

TABLE 13 WORLD BFSI DATA ANALYTICS OUTSOURCING MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 14 WORLD HEALTHCARE DATA ANALYTICS OUTSOURCING MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 15 WORLD TELECOMMUNICATION DATA ANALYTICS OUTSOURCING MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 16 WORLD RETAIL DATA ANALYTICS OUTSOURCING MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 17 WORLD MEDIA & ENTERTAINMENT DATA ANALYTICS OUTSOURCING MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 18 WORLD OTHER VERTICALS DATA ANALYTICS OUTSOURCING

MARKET REVENUE BY GEOGRAPHY, 2014-2020 (\$MILLION)

TABLE 19 NORTH AMERICA DATA ANALYTICS OUTSOURCING MARKET  
REVENUE BY VERITCAL, 2014-2020 (\$MILLION)

TABLE 20 EUROPE DATA ANALYTICS OUTSOURCING MARKET REVENUE BY  
VERITCAL, 2014-2020 (\$MILLION)

TABLE 21 ASIA-PACIFIC DATA ANALYTICS OUTSOURCING MARKET REVENUE  
BY VERITCAL, 2014-2020 (\$MILLION)

TABLE 22 LAMEA DATA ANALYTICS OUTSOURCING MARKET REVENUE BY  
VERITCAL, 2014-2020 (\$MILLION)

TABLE 23 FRACTAL ANALYTICS LTD SNAPSHOT

TABLE 24 SNAPSHOT OF OPERA SOLUTIONS LLC

TABLE 25 SNAPSHOT OF ZS ASSOCIATES, INC.

TABLE 26 TATA CONSULTANCY SERVICES LTD SNAPSHOT

TABLE 27 WIPRO LTD SNAPSHOT

TABLE 28 GENPACT LTD SNAPSHOT

TABLE 29 ACCENTURE SNAPSHOT

TABLE 30 CAPGEMINI SNAPSHOT

TABLE 31 IBM CORPOTAION SNAPSHOT

TABLE 32 MU SIGMA, INC. SNAPSHOT

## List Of Figures

### LIST OF FIGURES

FIG. 1 TOP IMPACTING FACTORS

FIG. 2 TOP WINNING STRATEGIES

FIG. 3 TOP WINNING STRATEGIES BY APPLICATIONS

FIG. 4 TOP INVESTMENT POCKETS

FIG. 5 VALUE CHAIN ANALYSIS OF WORLD DATA ANALYTICS OUTSOURCING MARKET

FIG. 6 PORTERS FIVE FORCES MODEL

FIG. 7 MARKET SHARE ANALYSIS OF WORLD DATA ANALYTICS OUTSOURCING MARKET, 2014

FIG. 8 TYPES OF DATA ANALYTICS OUTSOURCING

FIG. 9 APPLICATIONS OF DATA ANALYTICS OUTSOURCING

FIG. 10 SWOT ANALYSIS OF FRACTAL ANALYTICS LTD

FIG. 11 SWOT ANALYSIS OF OPERA SOLUTIONS LLC

FIG. 12 SWOT ANALYSIS OF ZS ASSOCIATES, INC.

FIG. 13 REVENUE GENERATED BY TATA CONSULTANCY SERVICES LTD (\$MILLION, 20122014)

FIG. 14 REVENUE OF TATA CONSULTANCY SERVICES LTD. IN PERCENTAGE BY BUSINESS SEGMENTS, 2014

FIG. 15 SWOT ANALYSIS OF TATA CONSULTANCY SERVICES LTD.

FIG. 16 REVENUE GENERATED BY WIPRO LTD (\$MILLION, 20122014)

FIG. 17 WIPRO LTD. IN PERCENTAGE BY BUSINESS SEGMENTS, 2014

FIG. 18 SWOT ANALYSIS OF WIPRO LTD.

FIG. 19 REVENUE GENERATED BY GENPACT LTD (\$MILLION, 20122014)

FIG. 20 REVENUE OF GENPACT LTD. IN PERCENTAGE BY BUSINESS SEGMENTS, 2014

FIG. 21 SWOT ANALYSIS OF GENPACT LTD.

FIG. 22 REVENUE GENERATED BY ACCENTURE (\$MILLION, 20122014)

FIG. 23 REVENUE OF ACCENTURE IN PERCENTAGE BY BUSINESS SEGMENTS, 2014

FIG. 24 SWOT ANALYSIS OF ACCENTURE

FIG. 25 REVENUE GENERATED BY CAPGEMINI (\$MILLION, 20122014)

FIG. 26 REVENUE OF CAPGEMINI IN PERCENTAGE BY BUSINESS SEGMENTS, 2014

FIG. 27 SWOT ANALYSIS OF CAPGEMINI

FIG. 28 REVENUE GENERATED BY IBM CORPORATION (\$MILLION, 20122014)

FIG. 29 REVENUE OF IBM CORPORATION IN PERCENTAGE BY BUSINESS SEGMENTS, 2014

FIG. 30 REVENUE OF IBM CORPORATION IN PERCENTAGE BY GEOGRAPHY, 2014

FIG. 31 SWOT ANALYSIS OF IBM CORPORATION

FIG. 32 SWOT ANALYSIS OF MU SIGMA, INC.

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