

2021 Analytics Research Review

<https://marketpublishers.com/r/29B44A394609EN.html>

Date: February 2022

Pages: 166

Price: US\$ 1,500.00 (Single User License)

ID: 29B44A394609EN

Abstracts

Report Highlights:

The global market for video analytics should grow from \$5.0 billion in 2020 to \$12.8 billion by 2025, at compound annual growth rate (CAGR) of 20.6% for the period of 2020-2025.

The global market for text analytics should grow from \$5.9 billion in 2020 to \$16.6 billion by 2025, at compound annual growth rate (CAGR) of 23.0% for the period of 2020-2025.

The global market for marketing analytics should grow from \$3.2 billion in 2021 to \$6.4 billion by 2026, at compound annual growth rate (CAGR) of 14.9% for the period of 2021-2026.

AI analytics uses machine learning techniques to detect data patterns to make informed decisions. Businesses across many sectors utilize information processed by AI analytics to make data-driven decisions that optimize their processes. This system is the result of applying today's AI, deep learning and ML technology to automate data analysis, which was previously a time-consuming and labor-intensive activity. AI analytics techniques such as natural language processing (NLP), voice analytics transcription and computer vision for image and video analytics are increasingly able to analyze unstructured data in addition to structured data sources.

For instance, to execute an efficient and profitable marketing plan, businesses must be equipped with the appropriate measurement tools. Marketing analytics enables enterprises to precisely assess the effectiveness of their campaigns and make data-driven decisions. Rather than basing marketing initiatives on disparate data sources or

assumptions, marketing analytics enables businesses to view the full picture across all marketing channels, enabling them to make informed decisions about their marketing activities.

Companies may now more easily exploit sophisticated analytics capabilities like predictive analytics and more efficient surface actionable insights from their huge amounts of data due to the convergence of big data and AI. Firms can equip their users with easy-to-use tools and the reliable technologies they need to extract high-value insights from data using AI-powered analytics. This will boost data literacy across the organization and create a truly data-driven company.

Research Reviews from BCC Research provide market professionals with concise market coverage within a specific research category. This 2021 Research Review of AI Analytics provides a sampling of the type of quantitative market information, analysis and guidance that has been aiding business decision-making since the inception of BCC Research in 1971. It includes highlights from reports published in 2021 on the following markets -

IFT223A Video Analytics: Global Markets

IFT221A Text Analytics: Global Markets

IFT230A Marketing Analytics

We encourage you to obtain and benefit from the full market research reports that are excerpted in this Research Review. BCC Research looks forward to serving your market intelligence needs in the future.

Contents

CHAPTER 1 FOREWORD

Analyst's Credentials
BCC Custom Research
Related BCC Research Reports

CHAPTER 2 VIDEO ANALYTICS: GLOBAL MARKETS(IFT223A)

Introduction
Study Goals and Objectives
Scope of Report
Reasons for Doing the Study
Intended Audiences
Information Sources
Methodology
Geographic Breakdown
Related BCC Research Reports
Summary and Highlights
Market Overview
Introduction
History of Video Surveillance and Analytics
Market Dynamics
Impact of COVID-19 on the Market for Video Analytics
Value Chain Analysis
Market Ecosystem
Video Analytics Use Cases
Market Breakdown by Type of Deployment
Introduction
On-premises
Cloud
Market Breakdown by Solution
Introduction
Software
Services
Market Breakdown by Application
Introduction
Intrusion Management

Incident Detection
Traffic Monitoring
Automatic Number Plate Detection (ANPR)
People/Crowd Counting
Facial Recognition
Others

CHAPTER 3 TEXT ANALYTICS: GLOBAL MARKETS(IFT221A)

Introduction
Study Goals and Objectives
Reasons for Doing This Study
Scope of Report
Information Sources
Methodology
Intended Audience
Geographic Breakdown
Related BCC Research Reports
Summary and Highlights
Text Sources
Market and Technology Background
Technology Overview
Text Analytics Process
Text Analytics Processing Technologies
Types of Text Analytics
Market Drivers
Market Restraints
COVID-19 Impact on Text Analytics Market
Market Breakdown by Deployment
Introduction
Cloud
On-premises
Market Breakdown by Application
Introduction
Business Intelligence
Customer Relationship Management
Fraud Detection
Governance, Risk Management and Compliance
Others

Market Breakdown by End User

Introduction

Banking, Financial Services and Insurance

Government & Defense

Healthcare, Pharmaceuticals and Life Sciences

IT and Telecom

Media and Advertising

Retail and E-commerce

Travel and Hospitality

Others

CHAPTER 4 MARKETING ANALYTICS(IF230A)

Introduction

Study Goals and Objectives

Scope of Report

Reasons for Doing the Study

Intended Audiences

Information Sources

Methodology

Geographic Breakdown

Related BCC Research Reports

Summary and Highlights

Marketing Analytics: Market Overview

Introduction to Big Data Analytics

Introduction to Marketing Analytics

Marketing Analytics for an Evolving Marketing Mix

Artificial Intelligence and Machine Learning in Marketing

Impact of COVID-19 on the Market for Marketing Analytics

Market Dynamics

Market Breakdown by Organization Size

Introduction

Large Enterprises

Small and Medium Enterprises

Market Breakdown by Deployment

Introduction

On-premise

Cloud

Market Breakdown by Application

Introduction
Social Media Marketing
Email Marketing
Search Engine Marketing
Content Marketing
Others
Market Breakdown by End-User Industry
Introduction
Banking, Financial Services and Insurance (BFSI)
Retail
Consumer Packaged Goods
Hospitality and Tourism
Media and Entertainment
Healthcare
Others

List Of Tables

LIST OF TABLES

Table 1: Global Market for Video Analytics, by Region, Through 2025

Table 2: The History of Video Surveillance and Analytics

Table 3: Global Market for Video Analytics, by Type of Deployment, Through 2025

Table 4: Global Market for On-premise Deployment of Video Analytics, by Region, Through 2025

Table 5: Global Market for Cloud Deployment of Video Analytics, by Region, Through 2025

Table 6: Global Market for Video Analytics, by Solution, Through 2025

Table 7: Global Market for Video Analytics Software, by Region, Through 2025

Table 8: Global Market for Video Analytics Services, by Region, Through 2025

Table 9: Global Market for Video Analytics, by Application, Through 2025

Table 10: Global Market for Video Analytics in Intrusion Management Applications, by Region, Through 2025

Table 11: Global Market for Video Analytics in Incident Detection Applications, by Region, Through 2025

Table 12: Global Market for Video Analytics in Traffic Monitoring Applications, by Region, Through 2025

Table 13: Global Market for Video Analytics in ANPR Applications, by Region, Through 2025

Table 14: Global Market for Video Analytics in People/Crowd Counting Applications, by Region, Through 2025

Table 15: Global Market for Video Analytics in Facial Recognition Applications, by Region, Through 2025

Table 16: Global Market for Video Analytics in Other Applications, by Region, Through 2025

Table 17: Global Market for Text Analytics, by Application, Through 2025

Table 18: Text Analytics Processing Technologies

Table 19: Global Market for Text Analytics, by Deployment, Through 2025

Table 20: Global Market for Cloud-Based Text Analytics Solutions, by Application, Through 2025

Table 21: Global Market for On-Premises Text Analytics Solutions, by Application, Through 2025

Table 22: Global Market for Text Analytics, by Application, Through 2025

Table 23: Global Market for Text Analytics in Business Intelligence Applications, by Deployment, Through 2025

Table 24: Global Market for Text Analytics in CRM Applications, by Deployment, Through 2025

Table 25: Global Market for Text Analytics in Fraud Detection Applications, by Deployment, Through 2025

Table 26: Global Market for Text Analytics in GRC Applications, by Deployment, Through 2025

Table 27: Global Market for Text Analytics in Other Applications, by Deployment, Through 2025

Table 28: Global Market for Text Analytics, by End User, Through 2025

Table 29: Global Market for Text Analytics in BFSI, by Region, Through 2025

Table 30: Global Market for Text Analytics in Government and Defense, by Region, Through 2025

Table 31: Global Market for Text Analytics in Healthcare, Pharmaceuticals and Life Sciences, by Region, Through 2025

Table 32: Global Market for Text Analytics in IT and Telecom, by Region, Through 2025

Table 33: Global Market for Text Analytics in Media and Advertising, by Region, Through 2025

Table 34: Global Market for Text Analytics in Retail and E-commerce, by Region, Through 2025

Table 35: Global Market for Text Analytics in Travel and Hospitality, by Region, Through 2025

Table 36: Global Market for Text Analytics in Other End Users, by Region, Through 2025

Table 37: Global Market for Marketing Analytics, by Region, Through 2026

Table 38: Global Market for Marketing Analytics, by Organization Size, Through 2026

Table 39: Global Market for Marketing Analytics for Large Enterprises, by Region, Through 2026

Table 40: Global Market for Marketing Analytics for Small and Medium Enterprises, by Region, Through 2026

Table 41: Global Market for Marketing Analytics, by Deployment, Through 2026

Table 42: Global Market for Marketing Analytics for On-premise Deployment, by Region, Through 2026

Table 43: Global Market for Marketing Analytics for Cloud Deployment, by Region, Through 2026

Table 44: Global Market for Marketing Analytics, by Application, Through 2026

Table 45: Global Market for Marketing Analytics for Social Media Marketing, by Region, Through 2026

Table 46: Global Market for Marketing Analytics for Email Marketing, by Region, Through 2026

Table 47: Global Market for Marketing Analytics for Search Engine Marketing (SEM), by Region, Through 2026

Table 48: Global Market for Marketing Analytics for Content Marketing, by Region, Through 2026

Table 49: Global Market for Marketing Analytics for Other Marketing Applications, by Region, Through 2026

Table 50: Global Market for Marketing Analytics, by End-User Industry, Through 2026

Table 51: Global Market for Marketing Analytics for the BFSI Industry, by Region, Through 2026

Table 52: Global Market for Marketing Analytics for the Retail Industry, by Region, Through 2026

Table 53: Global Market for Marketing Analytics for the Consumer-Packaged Goods Industry, by Region, Through 2026

Table 54: Global Market for Marketing Analytics for the Hospitality and Tourism Industry, by Region, Through 2026

Table 55: Global Market for Marketing Analytics for the Media and Entertainment Industry, by Region, Through 2026

Table 56: Global Market for Marketing Analytics for the Healthcare Industry, by Region, Through 2026

Table 57: Global Market for Marketing Analytics for Other Industries, by Region, Through 2026

List Of Figures

LIST OF FIGURES

Figure 1: Global Market Shares of Video Analytics, by Region, 2019

Figure 2: Value Chain Analysis of the Market for Video Surveillance

Figure 3: Ecosystem of the Market for Video Analytics

Figure 4: Global Market Shares of Video Analytics, by Type of Deployment, 2019

Figure 5: Global Market Shares of On-premise Deployment of Video Analytics, by Region, 2019

Figure 6: Global Market Shares of Cloud Deployment of Video Analytics, by Region, 2019

Figure 7: Global Market Shares of Video Analytics, by Solution, 2019

Figure 8: Global Market Shares of Video Analytics Software, by Region, 2019

Figure 9: Global Market Shares of Video Analytics Services, by Region, 2019

Figure 10: Global Market Shares of Video Analytics, by Application, 2019

Figure 11: Global Market Shares of Video Analytics in Intrusion Management Applications, by Region, 2019

Figure 12: Global Market Shares of Video Analytics in Incident Detection Applications, by Region, 2019

Figure 13: Global Market Shares of Video Analytics in Traffic Monitoring Applications, by Region, 2019

Figure 14: Global Market Shares of Video Analytics in ANPR Applications, by Region, 2019

Figure 15: Global Market Shares of Video Analytics in People/Crowd Counting Applications, by Region, 2019

Figure 16: Global Market Shares of Video Analytics in Facial Recognition Applications, by Region, 2019

Figure 17: Global Market Shares of Video Analytics in Other Applications, by Region, 2019

Figure 18: Global Market for Text Analytics, by Application, 2019-2025

Figure 19: Text Analytics Process Flow

Figure 20: Text Sources in the Text Analytics Process

Figure 21: Text Analytics Types

Figure 22: Text Analytics Market Dynamics

Figure 23: Text Analytics Market Classification by Deployment

Figure 24: Global Market Share for Text Analytics, by Deployment, 2020

Figure 25: Global Market Share for Cloud-Based Text Analytics Solutions, by Application, 2020

Figure 26: Global Market Share for On-Premises Text Analytics Solutions, by Application, 2020

Figure 27: Text Analytics Market Classification by Application

Figure 28: Global Market Share for Text Analytics, by Application, 2020

Figure 29: Global Market Share for Text Analytics in Business Intelligence Applications, by Deployment, 2020

Figure 30: Global Market Share for Text Analytics in CRM Applications, by Deployment, 2020

Figure 31: Global Market Share for Text Analytics in Fraud Detection Applications, by Deployment, 2020

Figure 32: Global Market Share for Text Analytics in GRC Applications, by Deployment, 2020

Figure 33: Global Market Share for Text Analytics in Other Applications, by Deployment, 2020

Figure 34: Text Analytics Market Classification, by End User

Figure 35: Global Market Share for Text Analytics, by End User, 2020

Figure 36: Global Market Share for Text Analytics in BFSI, by Region, 2020

Figure 37: Global Market Share for Text Analytics in Government and Defense, by Region, 2020

Figure 38: Global Market Share for Text Analytics in Healthcare, Pharmaceuticals and Life Sciences, by Region, 2020

Figure 39: Global Market Share for Text Analytics in IT and Telecom, by Region, 2020

Figure 40: Global Market Share for Text Analytics in Media and Advertising, by Region, 2020

Figure 41: Global Market Share for Text Analytics in Retail and E-commerce, by Region, 2020

Figure 42: Global Market Share for Text Analytics in Travel and Hospitality, by Region, 2020

Figure 43: Global Market Share for Text Analytics in Other End Users, by Region, 2020

Figure 44: Global Market for Marketing Analytics, by Region, 2019-2026

Figure 45: Global Market for Marketing Analytics, by Organization Size, 2019-2026

Figure 46: Global Market for Marketing Analytics for Large Enterprises, by Region, 2019-2026

Figure 47: Global Market for Marketing Analytics for Small and Medium Enterprises, by Region, 2019-2026

Figure 48: Global Market for Marketing Analytics, by Deployment, 2019-2026

Figure 49: Global Market for Marketing Analytics for On-premise Deployment, by Region, 2019-2026

Figure 50: Global Market for Marketing Analytics for Cloud Deployment, by Region,

2019-2026

Figure 51: Global Market for Marketing Analytics, by Application, 2019-2026

Figure 52: Global Market for Marketing Analytics for Social Media Marketing, by Region, 2019-2026

Figure 53: Global Market for Marketing Analytics for Email Marketing, by Region, 2019-2026

Figure 54: Global Market for Marketing Analytics for Search Engine Marketing (SEM), by Region, 2019-2026

Figure 55: Global Market for Marketing Analytics for Content Marketing, by Region, 2019-2026

Figure 56: Global Market for Marketing Analytics for Other Marketing Applications, by Region, 2019-2026

Figure 57: Global Market for Marketing Analytics, by End-User Industry, 2019-2026

Figure 58: Global Market for Marketing Analytics for the BFSI Industry, by Region, 2019-2026

Figure 59: Global Market for Marketing Analytics for the Retail Industry, by Region, 2019-2026

Figure 60: Global Market for Marketing Analytics for the Consumer-Packaged Goods Industry, by Region, 2019-2026

Figure 61: Global Market for Marketing Analytics for the Hospitality and Tourism Industry, by Region, 2019-2026

Figure 62: Global Market for Marketing Analytics for the Media and Entertainment Industry, by Region, 2019-2026

Figure 63: Global Market for Marketing Analytics for the Healthcare Industry, by Region, 2019-2026

Figure 64: Global Market for Marketing Analytics for Other Industries, by Region, 2019-2026

I would like to order

Product name: 2021 Analytics Research Review

Product link: <https://marketpublishers.com/r/29B44A394609EN.html>

Price: US\$ 1,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/29B44A394609EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970