

# **Global Advanced Analytics Market Size study, by Type (Big Data Analytics, Business Analytics, Customer Analytics, Risk Analytics, Statistical Analytics, Others ), by Enterprise Size (Large enterprise, Small & medium enterprise), by Deployment (On-premise, cloud), by End use (BFSI, Government, Healthcare, IT & Telecom, Military & defense, Others) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Advanced Analytics Market is valued approximately at USD 12.17 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 25.70% over the forecast period 2021-2027. Advanced Analytics is the autonomous examination of data by using sophisticated techniques and tools, for discovering deep insights, make predictions, or generate recommendations. The global Advanced Analytics market is being driven by growing amount of data generation worldwide, increase in popularity for online shopping and rising social media penetration. Furthermore, increasing demand for BFSI sector, will provide new opportunities for the global Advanced Analytics industry. For instance, according to statista, in year 2020, the data generation volume reached 64.2 zettabytes which increased to 79 zettabytes in year 2021 and it is anticipated to reach 181 zettabytes by year 2025. As a result, increased in volume of data generation will necessitate the use of advanced analytics, which will serve as a catalyst for the Advanced Analytics industry in the future. However, lack of data integration and connectivity, may impede market growth over the forecast period of 2021-2027.

Asia Pacific, North America, Europe, Latin America, and Rest of the World are the key

region considered for the regional analysis of global advanced analytics. High volumes of data generated, adequate availability of the supporting infrastructure required for the implementation of cutting-edge analytics makes North America the leading region across the world in terms of market share. Whereas Asia Pacific is also anticipated to exhibit the highest growth rate over the forecast period 2021-2027, due to growth of the e-commerce industry in the region.

Major market player included in this report are:

Altair Engineering, Inc.  
Fair Isaac Corporation  
International Business Machines Corp.  
Knime  
Microsoft Corporation  
Oracle Corporation  
RapidMiner Inc  
Sap SE  
Trianz  
SAS Institute Inc

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Big Data Analytics  
Business Analytics  
Customer Analytics  
Risk Analytics  
Statistical Analytics  
Others

By Enterprise Size:

Large enterprise  
Small & medium enterprise

**By Deployment:**

On-premise

Cloud

**By End use:**

BFSI

Government

Healthcare

IT &amp; Telecom

Military &amp; defence

Others

**By Region:**

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019

Base year – 2020

Forecast period – 2021 to 2027.

Target Audience of the Global Advanced Analytics Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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