

Global Big Data Analytics in Education Market Size study & Forecast, by Component (Software and Services), by Deployment Model (On-premise and Cloud), by Application (Behavior Detection, Skill Assessment, Course Recommendation, Student Attrition Rate Detection, and Others), by Sector (K-12, Preschool, and Higher Education) and Regional Analysis, 2022-2029

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Abstracts

Global Big Data Analytics in Education Market is valued at approximately USD 15.66 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 15.3% over the forecast period 2022-2029. Big Data Analytics plays important role in Education sector. Data analysis is utilized in Education sector for taking data driven decisions. Big data analytics has applications in different aspects of Education management including development of customized education programs, skill assessment, behavior detection, tracking of academic performance, and designing of precise grading system for students. The growing expansion of big data analytics industry and rising internet penetration as well as strategic initiatives from leading market players are key factors accelerating the market growth.

According to Statista – in 2021, the global big data market was valued at USD 64 billion, and the market is projected to grow to USD 103 billion by 2027. Moreover, increasing internet penetration worldwide is another key factor driving market growth. For instance, as per Statista - in 2020 the number of internet users in India was estimated at 749 million, and the number of users is projected to grow to 1500 million by 2040. Also, increasing adoption of Data-driven decision-making (DDDM) and growing emergence of

EdTech platforms would create lucrative growth prospectus for the market over the forecast period. However, high initial investment requirements coupled with lack of awareness & dearth of Skilled Resources hinder the market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Big Data Analytics in Education Market study include Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading region in terms of market share owing to presence of leading market players and increasing utilization of big data analytics solutions in the region. Whereas, Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as rising penetration of EdTech startups as well as increasing internet penetration in the region.

Major market players included in this report are:

Alteryx Inc.

Blackboard Inc.

Fintellix Solutions pvt. ltd.

LatentView Analytics

International Business Machines Corporation

Microsoft Corporation

Oracle Corporation

SAP SE

SAS Institute Inc.

Tableau Software

TIBCO Software Inc.

Recent Developments in the Market:

In February 2029, Microsoft Corporation acquired DataSense data analytics platform for schools from San Francisco based edtech company BrightBytes. This new acquisition would enable Microsoft to develop data analytics tools for Educational Institutions.

In May 2022, SchoolMint launched SchoolMint Insights, an enrolment-centric analytics platform. SchoolMint Insights combines data generated throughout the entire enrolment process. This platform is designed to offer enrolment trends and insights to US K-12 education organizations.

Global Big Data Analytics in Education Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Component, Deployment Model, Application, Sector, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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 Component

Software

Services

By Deployment Model

On-premises

Cloud

By Application

Behavior Detection

Skill Assessment

Course Recommendation

Student Attrition Rate Detection

Others

By Sector

K-12

Preschool

Higher Education

By Region:

North America

U.S.

Canada

Europe

UK
Germany
France
Spain
Italy
ROE
Asia Pacific
China
India
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RoAPAC
Latin America
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Rest of the World

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