

# **Global Big Data and Business Analytics Market Size Study, by Application (Customer Analytics, Supply Chain Analytics, Marketing Analytics, Pricing Analytics, Spatial Analytics, Risk and Credit Analytics, Transportation Analytics, Workforce Analytics), by Component (Service, Software, Hardware), by Industry Vertical (BFSI, IT and Telecom, Manufacturing, Healthcare, Government, Retail and E-commerce, Education, Others, Energy and Utilities, Transportation), and Regional Forecasts 2022-2032**

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## **Abstracts**

Global Big Data and Business Analytics Market is valued approximately at USD 252.25 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 11.66 % over the forecast period 2024-2032. Big data analytics is a crucial aspect of modern enterprises, providing tools to manage, process, and analyze large datasets in real time. Big Data and Business Analytics refer to the use of advanced tools and techniques to analyze and interpret large volumes of data to support decision-making and strategic planning in business. Big data is characterized by its volume, variety, and velocity, as it is generated in large quantities, comes in different formats, and is produced rapidly. In addition. The aim of business analytics is to uncover patterns, correlations, and insights that can help businesses make informed decisions, improve operations, and gain a competitive advantage.

The Global Big Data and Business Analytics Market is driven by growing utilization of big data analytics software by organizations to facilitate quicker and more informed

decision-making processes and to secure competitive advantages through timely information analysis has substantially driven the global big data and business analytics market. Additionally, the rising demand for cloud-based big data analytics solutions among small and medium enterprises has positively influenced market expansion. Moreover, the increasing need for enhanced business insights and the emergence of trends such as social media analytics present lucrative opportunities for market development throughout the forecast period. However, the high costs associated with implementing these technologies and a lack of skilled professionals is going to impede the overall demand for the market during the forecast period 2024-2032.

The key regions considered for the Global Big Data and Business Analytics Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. In 2023, North America dominated the big data and business analytics market and is expected to maintain its leading position due to the widespread use of smartphones, wearable devices, and other smart-connected gadgets. Furthermore, the Asia-Pacific region is poised for significant growth owing to the vast amounts of data generated by rapid digitization and the increased use of electronic devices and networks across various organizations.

Major market players included in this report are:

Amazon Web Services, Inc.

Oracle Corporation

Hewlett Packard Enterprise Development LP

Teradata Corporation

Fair Isaac Corporation

SAP SE

TIBCO Software Inc.

IBM Corporation

SAS Institute Inc.

Microsoft Corporation

The detailed segments and sub-segment of the market are explained below:

By Application:

Customer Analytics

Supply Chain Analytics

Marketing Analytics

Pricing Analytics

Spatial Analytics

Risk and Credit Analytics

Transportation Analytics

Workforce Analytics

By Component:

Service

Software

Hardware

By Industry Vertical:

BFSI

IT and Telecom

Manufacturing

Healthcare

Government

Retail and E-commerce

Education

Others

Energy and Utilities

Transportation

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

RoLA

## Middle East & Africa

Saudi Arabia

South Africa

RoMEA

Years considered for the study are as follows:

Historical year – 2022

Base year – 2023

Forecast period – 2024 to 2032

**Key Takeaways:**

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with Country level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market

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