

# **Global Operational Analytics Market Size study & Forecast, by Component (Software and Services (Professional Services, Managed Services)), Deployment Mode (On-Premises and Cloud-Based), Organization Size (SMEs and Large Enterprises), Application (Customer Management, Fraud Detection, Risk Management, Predictive Asset Maintenance, Supply Chain Management, Others (Workforce Management)), Industry Vertical (IT & Telecom, Retail, Manufacturing, BFSI, Energy & Utilities, Transportation & Logistics, Others (Healthcare)) and Regional Forecasts 2025-2035**

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## **Abstracts**

The Global Operational Analytics Market is valued approximately at USD 11.07 billion in 2024 and is anticipated to grow with a CAGR of more than 14.06% over the forecast period 2025-2035. Operational Analytics refers to the practice of leveraging data-driven insights and advanced analytical models to streamline business processes, enhance operational efficiency, and strengthen decision-making across industries. Unlike traditional analytics that focuses primarily on historical data, operational analytics integrates real-time information from various operational systems to generate actionable intelligence. The accelerating digital transformation across sectors, the explosive growth of data generated by IoT devices, and the rapid adoption of advanced cloud-based technologies are among the critical factors propelling the growth of this market. Organizations are increasingly turning to analytics not just for reporting but to predict

outcomes, mitigate risks, and optimize workflows in increasingly competitive business environments.

The surge in the demand for real-time business intelligence has fueled an unprecedented expansion in the adoption of operational analytics solutions. Enterprises today must operate in a climate where agility and foresight determine market leadership. From predictive asset maintenance to dynamic supply chain optimization, operational analytics enables firms to cut down inefficiencies while ensuring that risks are proactively managed. For example, the BFSI sector is heavily deploying fraud detection systems that rely on predictive models to safeguard assets and build trust with customers. Similarly, manufacturing plants are embedding analytics into IoT systems to predict equipment downtime, thereby saving millions in potential losses. While the rise of advanced technologies and cross-industry adoption provides fertile ground for growth, the high implementation costs and challenges in integrating legacy systems remain roadblocks that companies must navigate.

The detailed segments and sub-segments included in the report are:

By Component:

Software

Services

– Professional Services

– Managed Services

By Deployment Mode:

On-Premises

Cloud-Based

By Organization Size:

Small and Medium Enterprises (SMEs)

Large Enterprises

By Application:

Customer Management

Fraud Detection

Risk Management

Predictive Asset Maintenance

Supply Chain Management

Others (Workforce Management)

By Industry Vertical:

IT & Telecom

Retail

Manufacturing

BFSI

Energy & Utilities

Transportation & Logistics

Others (Healthcare)

By Region:

North America

U.S.

Canada

## Europe

UK

Germany

France

Spain

Italy

Rest of Europe

## Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

## Latin America

Brazil

Mexico

Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

### Cloud-Based Deployment Mode is Expected to Dominate the Market

Cloud-based deployment is anticipated to account for the largest share of the operational analytics market, owing to its flexibility, scalability, and cost-effectiveness. Businesses are increasingly shifting their workloads to the cloud to accommodate the ever-growing data volumes and to ensure that decision-making capabilities are accessible in real time. The cloud model enables faster integration of analytics tools, seamless collaboration, and reduced infrastructure costs. Moreover, enterprises across SMEs and large corporations are drawn to the enhanced accessibility and mobility that cloud environments provide, making them the most preferred deployment choice globally. While on-premises models continue to be relevant for industries with stringent data governance needs, cloud adoption is undeniably setting the pace of innovation.

### Software Segment Leads in Revenue Contribution

When assessed by component, the software segment currently drives the majority of the revenue within the operational analytics market. Organizations are making substantial investments in advanced analytics platforms that support data visualization, machine learning integration, and AI-powered decision intelligence. The dominance of the software segment can be attributed to the increasing demand for end-to-end solutions that offer predictive and prescriptive analytics across diverse business applications. Meanwhile, services—both professional and managed—are emerging as high-growth segments as enterprises seek expertise in strategy building, customization, and integration with legacy systems. This dual dynamic underscores a market reality: software serves as the backbone of analytics deployment, while services ensure long-

term success and scalability.

The key regions considered for the Global Operational Analytics Market study include Asia Pacific, North America, Europe, Latin America, and the Middle East & Africa. North America currently dominates the market with the largest share, owing to its mature IT infrastructure, high adoption of cloud-based solutions, and significant investments in big data and AI technologies. The presence of leading analytics solution providers, coupled with strong demand from BFSI, healthcare, and manufacturing sectors, further strengthens the region's leadership. Meanwhile, Asia Pacific is projected to witness the fastest growth during the forecast period. Factors such as the rapid digitalization of economies like India and China, a booming e-commerce industry, and government initiatives promoting smart manufacturing and digital ecosystems are fueling the adoption of operational analytics solutions in the region. Europe also presents significant opportunities, driven by the increasing regulatory push for transparency and efficiency in industries such as BFSI and energy.

Major market players included in this report are:

Microsoft Corporation

IBM Corporation

SAP SE

Oracle Corporation

SAS Institute Inc.

TIBCO Software Inc.

Teradata Corporation

QlikTech International AB

Salesforce, Inc.

Alteryx, Inc.

MicroStrategy Incorporated

Hitachi Vantara Corporation

Hewlett Packard Enterprise Company

Google LLC (Alphabet Inc.)

Amazon Web Services, Inc.

### Global Operational Analytics Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

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

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent to up to 8 analysts' 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 for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. The report also provides detailed information about crucial aspects, such as driving factors and challenges, which will define the future growth of the market. Additionally, it incorporates potential opportunities in micro-markets for stakeholders to invest, along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segments of the market are explained below:

## Key Takeaways:

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the 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 the competitive structure of the market.

Demand side and supply side analysis of the market.

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