

Global Prescriptive Analytics Market Size study, by Component (Software, Services), by Deployment Mode (Cloud, On-premises), by Organization Size (Small and Medium-Sized Enterprises, Large Enterprises), by Application (Risk Management, Operation Management, Revenue Management, Network Management, Workforce Management, Supply Chain Management, Others), by Business Function (HR, Sales, Marketing, Finance, Operations), by Data Type (Unstructured, Semi-Structured, Structured), by Vertical (BFSI, Retail and eCommerce, Media and Entertainment, Manufacturing, Travel and Hospitality, Energy and Utilities, Telecom and IT, Transportation and Logistics, Healthcare and Life Sciences, Government and Defense, Others), and Regional Forecasts 2021-2027

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Abstracts

Global Prescriptive Analytics market is valued approximately at USD 4 billion in 2020 and is anticipated to grow with a healthy growth rate of about 24.0% over the forecast period 2021-2027. Prescriptive analytics is a data analysis technique type which offers context-customized information and predictions. The technique is adopted to support more effective decision making which is based on different ideas when business

decision makers predict and analyze complex situations. The global prescriptive analytics market is being driven by emergence of advanced technologies, such as big data and IoT and rise in popularity of real-time accessibility of data for efficient business operations. Furthermore, rise in cyber-crimes and need for crime prediction and prevention will provide new opportunities for the global prescriptive analytics industry. In addition, market players across the globe are undertaking a range of strategic initiatives which is expected to promote the market growth. For instance, in 2021, Infor unveiled next generation of hospitality management solution which puts mobile capabilities to achieve exceptional personalized guest services. Also, in 2021, Sisense unveiled the latest Sisense Q2 2021 which assists organizations to develop explore latest features, extensible insights, explore additional dimensions with Sisense Explanations. Such factors are expected to promote the market growth. However, complex analytical workflow may impede market growth over the forecast period of 2021-2027.

The regional analysis of the global prescriptive analytics market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America accounts for the largest share in terms of market revenue in the global prescriptive analytics market over the forecast period 2021-2027. Factors such as early and rapid adoption of new and advanced technologies, presence of majority of the key market players, technological advancements and developments, etc. contribute towards the largest market share of the region in the forecast years.

Major market player included in this report are:

IBM

Microsoft

Salesforce

SAP

SAS Institute

Talend

FICO

Ayata

Altair

Alteryx

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 Component:

Software

Services

By Deployment Mode:

Cloud

On-premises

By Organization Size:

Small and Medium-Sized Enterprises

Large Enterprises

By Application:

Risk Management

Operation Management

Revenue Management

Network Management

Workforce Management

Supply Chain Management

Others

By Business Function:

HR

Sales

Marketing

Finance

Operations

By Data Type:

Unstructured

Semi-Structured

Structured

By Vertical:

BFSI

Retail and eCommerce

Media and Entertainment

Manufacturing

Travel and Hospitality

Energy and Utilities

Telecom and IT
Transportation and Logistics
Healthcare and Life Sciences
Government and Defense
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 Prescriptive 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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