

Global Business Intelligence and Analytics Market: Size, Trends and Forecast (2018-2022)

<https://marketpublishers.com/r/G89DE6EBCE4EN.html>

Date: July 2018

Pages: 72

Price: US\$ 800.00 (Single User License)

ID: G89DE6EBCE4EN

Abstracts

Scope of the Report

The report entitled “Global Business Intelligence and Analytics Market: Size, Trends and Forecast (2018-2022)” provides an in-depth analysis of the business intelligence and analytics market including detailed description of market sizing and growth. The report provides analysis of the market by value, by segments and includes segment analysis as well.

Moreover, the report also assesses the key opportunities in the market and outlines the factors that are and will be driving the growth of the industry. Growth of the overall global business intelligence and analytics market has also been forecasted for the period 2018-2022, taking into consideration the previous growth patterns, the growth drivers and the current and future trends.

The major players dominating the business intelligence and analytics market are IBM Corporation, Microsoft Corporation, SAP SE and SAS Institute. The four companies have been profiled in the report providing detailed analysis of their financial information and business strategies.

Company Coverage

IBM Corporation

Microsoft Corporation

SAP SE

SAS Institute

Executive Summary

Business intelligence and analytics is a combination of two major segments, which includes business intelligence and analytics. The concept of analytics was introduced in business intelligence due to the increasing need for detailed analysis of large volume of structured and unstructured data.

Business Intelligence (BI) is a set of processes and technologies that helps to convert raw data into meaningful insights for business organizations and various other end users. BI makes a direct impact on an organization's strategic and operational business decisions. BI enables fact-based decision making using historical data rather than relying on assumptions. Analytics is concerned with turning raw data into insights and predictions about the future for better decision making. Analytics provide businesses with meaningful information which may otherwise be hidden within large quantities of data.

The global business intelligence and analytics market has been segmented on the basis of types, services, deployment type, end users and end-use verticals. The market can be segmented on the basis of type into spatial and location analytics, advanced and predictive analytics, cognitive/AI (Artificial Intelligence), content analytics and end-user query and reporting analytics. On the basis of services, market can be divided into professional services and managed services and on the basis of deployment type, the market is fragmented into on-premise and hosted (cloud based). Users of the business intelligence and analytics market include small & medium enterprises and large enterprises and various end-use verticals of the market are healthcare, IT and telecom, retail, education etc.

The global business intelligence and analytics market has witnessed continuous growth in the past few years and is projected to grow even further during the forecast period (2018-2022). The business intelligence and analytics market is expected to be driven by various growth enhancing factors such as growing trend of big data, increasing demand for enterprise resource planning (ERP), growing relevance of internet of things, increasing demand for real time data analysis etc. However, the market is not free from challenges that are hindering its growth. Some of the major challenges faced by the market are irrelevant and bad quality data and the shortage of skilled workforce.

Contents

1. EXECUTIVE SUMMARY

2. INTRODUCTION

2.1 Business Intelligence (BI): An Overview

2.1.1 Self-Service Business Intelligence (SSBI)

2.1.2 Types of BI Tools

2.1.3 Working of BI Systems

2.1.4 Advantages of BI System

2.1.5 Disadvantages of BI System

2.2 Analytics: An Overview

2.2.1 Types of Analytics Methods

2.3 Business Intelligence (BI) and Analytics: An Overview

2.3.1 History of BI and Analytics

2.3.2 BI and Analytics: Difference

2.4 Business Intelligence and Analytics Segmentation: An Overview

3. GLOBAL MARKET ANALYSIS

3.1 Global Business Intelligence and Analytics Market: An Analysis

3.1.1 Global Business Intelligence and Analytics Market by Value

3.1.2 Global Business Intelligence and Analytics Market by Segments (End-user Query, Reporting and Analysis; Cognitive/AI (Artificial Intelligence), Content Analytics; Advanced and Predictive Analytics and Spatial and Location Analytics)

3.2 Global Business Intelligence and Analytics Market: Segment Analysis

3.2.1 Global Spatial and Location Analytics Market by Value

3.2.2 Global Cognitive/AI (Artificial Intelligence), Content Analytics Market by Value

3.2.3 Global Advanced and Predictive Analytics Market by Value

3.2.4 Global End-user Query, Reporting and Analysis Market by Value

4. MARKET DYNAMICS

4.1 Growth Drivers

4.1.1 Growing Trend of Big Data

4.1.2 Increasing Demand for Enterprise Resource Planning (ERP)

4.1.3 Growing Relevance of IoT

4.1.4 Increase in Data from Online Shopping

- 4.1.5 Rising Adoption of Cloud Technology
- 4.1.6 Growing Involvement of Artificial Intelligence and Machine Learning
- 4.1.7 Greater Adoption of BI and Analytics Tools by Small & Medium Enterprises
- 4.1.8 Increasing Demand for Real Time Data Analysis
- 4.1.9 Need for Gaining Insights into Customer Behavior
- 4.2 Challenges
 - 4.2.1 Irrelevant and Bad Quality Data
 - 4.2.2 Shortage of Skilled Workforce
- 4.3 Market Trends
 - 4.3.1 Increasing Spending On Self-Service BI
 - 4.3.2 Growing Relevance of Natural Language Processing (NLP) in BI
 - 4.3.3 Shift from Traditional BI to Modern BI Platforms

5. COMPETITIVE LANDSCAPE

- 5.1 Global Business Intelligence and Analytics Market Players by Financial Comparison
- 5.2 Global Business Intelligence and Analytics Players by Market Share
- 5.3 Global Business Intelligence and Analytics Players by Traditional BI Market Share
- 5.4 Global Business Intelligence and Analytics Players by Modern BI Market Share

6. COMPANY PROFILING

- 6.1 IBM Corporation
 - 6.1.1 Business Overview
 - 6.1.2 Financial Overview
 - 6.1.3 Business Strategy
- 6.2 Microsoft Corporation
 - 6.2.1 Business Overview
 - 6.2.2 Financial Overview
 - 6.2.3 Business Strategy
- 6.3 SAP SE
 - 6.3.1 Business Overview
 - 6.3.2 Financial Overview
 - 6.3.3 Business Strategy
- 6.4 SAS Institute
 - 6.4.1 Business Overview
 - 6.4.2 Financial Overview
 - 6.4.3 Business Strategy

List Of Figures

LIST OF FIGURES

Figure 1: Types of BI Tools

Figure 2: Working of BI systems

Figure 3: Analytics Lifecycle

Figure 4: Business Intelligence and Analytics Segmentation

Figure 5: Global Business Intelligence and Analytics Market by Value; 2013-2017 (US\$ Billion)

Figure 6: Global Business Intelligence and Analytics Market by Value; 2018-2022 (US\$ Billion)

Figure 7: Global Business Intelligence and Analytics Market by Segments; 2017 (Percentage, %)

Figure 8: Global Spatial and Location Analytics Market by Value; 2013-2017 (US\$ Million)

Figure 9: Global Spatial and Location Analytics Market by Value; 2018-2022 (US\$ Billion)

Figure 10: Global Cognitive/AI (Artificial Intelligence), Content Analytics Market by Value; 2013-2017 (US\$ Billion)

Figure 11: Global Cognitive/AI (Artificial Intelligence), Content Analytics Market by Value; 2018-2022 (US\$ Billion)

Figure 12: Global Advanced and Predictive Analytics Market by Value; 2013-2017 (US\$ Billion)

Figure 13: Global Advanced and Predictive Analytics Market by Value; 2018-2022 (US\$ Billion)

Figure 14: Global End-user Query, Reporting and Analysis Market by Value; 2013-2017 (US\$ Billion)

Figure 15: Global End-user Query, Reporting and Analysis Market by Value; 2018-2022 (US\$ Billion)

Figure 16: Global Big Data Market Revenue; 2014-2020 (US\$ Billion)

Figure 17: Global Enterprise Resource Planning (ERP) Software Revenue; 2011-2017 (US\$ Billion)

Figure 18: Global IoT (Internet of Things) Market by Industries; 2014-2020 (US\$ Billion)

Figure 19: Global Number of Digital Buyers; 2014-2021 (Billions)

Figure 20: Global Public Cloud Computing Market by Value; 2013-2020 (US\$ Billion)

Figure 21: Global Artificial Intelligence Market Revenue; 2016-2025 (US\$ Billion)

Figure 22: Global Enterprise Spending on Self-Service Data Preparation; 2014-2019 (US\$ Billion)

Figure 23: Global Natural Language Market Revenue by Segments; 2017-2023 (US\$ Billion)

Figure 24: Global Business Intelligence and Analytics Market Players by Share; 2017 (Percentage, %)

Figure 25: Global Business Intelligence and Analytics Players by Traditional BI Market Share; 2017 (Percentage)

Figure 26: Global Business Intelligence and Analytics Market Players by Modern BI Market Share; 2017 (Percentage, %)

Figure 27: IBM Corporation Revenue; 2013-2017 (US\$ Billion)

Figure 28: IBM Corporation Revenue by Segments; 2017 (Percentage, %)

Figure 29: IBM Corporation Revenue by Region; 2017 (Percentage, %)

Figure 30: Microsoft Corporation Revenue; 2013-2017 (US\$ Billion)

Figure 31: Microsoft Corporation Revenue by Segments; 2017 (Percentage, %)

Figure 32: Microsoft Corporation Revenue by Region; 2017 (Percentage, %)

Figure 33: SAP SE Total Revenue; 2013-2017 (US\$ Billion)

Figure 34: SAP SE Total Revenue by Segments; 2017 (Percentage, %)

Figure 35: SAP SE Total Revenue by Region; 2017 (Percentage, %)

Figure 36: SAS Institute Revenue; 2013-2017 (US\$ Billion)

Figure 37: SAS Institute Revenue by Region; 2017 (Percentage, %)

List Of Tables

LIST OF TABLES

Table 1: Difference between BI and Analytics

Table 2: Global Business Intelligence and Analytics Market Players Financial Comparison; 2017

I would like to order

Product name: Global Business Intelligence and Analytics Market: Size, Trends and Forecast (2018-2022)

Product link: <https://marketpublishers.com/r/G89DE6EBCE4EN.html>

Price: US\$ 800.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G89DE6EBCE4EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

