

# Predictive Analytics: Market Research Report

<https://marketpublishers.com/r/P03E94F5019EN.html>

Date: January 2015

Pages: 354

Price: US\$ 4,500.00 (Single User License)

ID: P03E94F5019EN

## Abstracts

This report analyzes the worldwide markets for Predictive Analytics in US\$ by the following Application Segments: Financial & Risk Management, Distribution & CRM, Marketing & Sales, and Personnel & Operations Management. The report provides separate comprehensive analytics for the US, Canada, Japan, Europe, Asia-Pacific, Latin America, and Rest of World. Annual estimates and forecasts are provided for the period 2014 through 2020. Also, a five-year historic analysis is provided for these markets. Market data and analytics are derived from primary and secondary research. Company profiles are primarily based on public domain information including company URLs. The report profiles 102 companies including many key and niche players such as

-

Actian Corporation

Alpine Data

Alteryx, Inc.

Angoss Software Corporation

Business Insight International

## Contents

### I. INTRODUCTION, METHODOLOGY & PRODUCT DEFINITIONS

Study Reliability and Reporting Limitations  
Disclaimers  
Data Interpretation & Reporting Level  
Quantitative Techniques & Analytics  
Product Definitions and Scope of Study

### II. EXECUTIVE SUMMARY

#### 1. INDUSTRY OVERVIEW

Predictive Analytics: A Tool to Replace Uncertainty with Probability  
The Evolution from Business Intelligence to Predictive Intelligence Begins...  
Prediction as a Key to Improved Decision Making Scores over Existing BI Tools

**Table 1.** Projected 42% Spurt in Business Intelligence Spending Sets the Right Market Climate for Predictive Analytics: Global Market for Business Intelligence (BI) (In US\$ Billion) for the Years 2015, 2017 & 2019 (includes corresponding Graph/Chart)

A Crowded Market  
Key Market Trends & Drivers  
Linear Regression: The Most Popular Predictive Model  
Open Source Solutions Gain Importance, Commercial Vendors Foster Wider Availability  
Big Data Wheels Begin to Roll, Churning Out Opportunities for Predictive Analytics to Turn Big Data into Smart Data

**Table 2.** Mind Bending Spurt in Big Data Volumes Amplifies the Need for Big Data Predictive Analytics Solutions: Global Big Data Generation (In Zettabytes) for the Years 2010, 2015 & 2020 (includes corresponding Graph/Chart)

Hadoop-Powered Predictive Analytics Solutions to Gain Broader Adoption  
Increase in Processing Speeds Drives Adoption by Reducing Computational

Bottlenecks Associated with Analysis

Shorter Time Periods between Reports: A Major Advantage with Predictive Analytics

Time-to-Value & Agility Benefits Drive Predictive Analytics in the Cloud

Major Benefits of Predictive Analytics on the Cloud

Major Drivers of Adoption of Cloud-based Predictive Analytics

**Table 3.** Journey to the Cloud Accelerates & Spurs Opportunities for Cloud Based Predictive Analytics Solutions: Global Spending on Cloud Computing (In US\$ Billion) & Cannibalization Rate of Cloud Spending in Conventional IT Spending for the Years 2015 & 2018 (includes corresponding Graph/Chart)

Hybrid Cloud: The Starting Point for Predictive Analytics

Trend towards “Invisible” Business Intelligence Drives Popularity of Embedded Predictive Analytics

Predictive Analytics: Vital for Internet of Things to Deliver on Its Promise of Building “Pervasive Intelligence”

**Table 4.** With Over 387% Projected Growth in Connected Autonomous Things by 2020 in the IoT Ecosystem, the Focus Shifts Towards Leveraging IoT Benefits through Predictive Analytics: Breakdown of the Installed Base of IoT Connected Devices (In Million Units) for the Years 2015 & 2020 (includes corresponding Graph/Chart)

Machine Learning Helps Predictive Analytics Manage IoT Triggered “Butterfly Effect”

Machine Learning As a Service Grows in Popularity; Competition Heats Up

Uncertainty over Benefits Offered: A Key Hurdle to Adoption

Cultural and Structural Issues of Organizations Hamper Adoption

Market Outlook

Geographic Market Outlook: The United States Leads, Developing Countries

Spearhead Future Growth

End-Use Market Outlook: Financial & Risk Management Tops Revenue; Marketing & Sales Provides the Torque for Growth

## 2. REVIEW OF TRENDS IN KEY APPLICATION AREAS

Ease of Use Drives Demand for Predictive Analytics Software in Financial Services

Efficiency Goals Propel Use of Predictive Analytics in Financial Services

Major business factors driving adoption of predictive analytics in the financial services industry

Insight into Customer Behavior

Managing Customer Experience

Channel Performance

Business Strategy

Risk management

Marketing Management

Big Data Elevates the Need for Unified Analytics Platform in Financial Firms

Rising Infrastructural Costs to Drive Financial Firms to Explore Cloud for Analytics

Analytics Take Center Stage as a Major Growth Driver for Banking Industry

Predictive Analytics – A Cutting Edge Tool for Marketers

Predictive CRM Emerges as Promising Solution for Sales Personnel

Micro-Targeting: The Key Strength of Predictive Analytics

A Note on Major Benefits of Predictive Analysis in CRM

Big Data Drives Analytics in Digital Market

Predictive CRM Conquers Limitations of Conventional CRM Systems

Integrating CRM with Big Data Analytics Brings in Significant Benefits

Drive towards Differentiation Fuels Adoption of Predictive Analytics in Retail Sector

Predictive Analytics Opens New Vistas for Business Insights in eCommerce

Predictive Analytics Tools to Improve Distribution Efficiencies

Operational Benefits Drive Demand for Predictive Analytics in Utilities

Predictive Analytics Dramatically Transform IT Infrastructure Monitoring

Increasing Trend towards Virtualization Drives the Need for Analytics

Predictive Analytics – An Indispensable tool for HR

Advanced Predictive Metrics – The Need of the Hour in Talent Management

Predictive Analytics Allows Organizations to Enhance Hire Quality

Identifying At-Risk Employees to Mitigating Risk – A Growing Application of Predictive Analytics

### **3. PRODUCT OVERVIEW**

Predictive Analytics – An Overview

Comparison of Descriptive Analytics and Predictive Analytics

A Comparison of Macro and Micro Level Uses of Predictive Analytics

Types of Digital Data

Types of Unstructured Digital Data

Appropriate Business Questions – The Key to Right Beginning of Predictive Analytics

Data Preparation and Application of Apt Analytical Models – the Next Key Steps

Analytical Techniques in Predictive Analytics – An Overview

Regression Techniques

Linear Regression Model

Logistic Regression

Time Series Models

Multinomial Logistic Regression

Probit Regression

Logit versus Probit

Survival or Duration Analysis

Classification and Regression Trees

Machine Learning Techniques

Geospatial Predictive Modeling

k-nearest Neighbours

Multilayer Perceptron (MLP)

Naive Bayes

Neural Networks

Radial Basis Functions

Support Vector Machines

#### **4. PRODUCT INNOVATIONS/INTRODUCTIONS**

Stitch Labs Unveils Sales Predictive Analytics Solution

EagleEye Analytics Rolls Out Predictive Analytics Claims Suite

SAP Unveils New Predictive Analytics and Data Visualization Apps

HP Unveils a New Tool for Predictive Analytics

IBM Unveils Behavior-Based Predictive Analytics Solution

RapidMiner Unveils Get-More-Open-Core Predictive Analytics

SAP Adds New Functionalities in SAP Predictive Analytics Software

HCMI Launches New Predictive Workforce Analytics Software

AudaExplore Unveils Predictive Analytics Solution

Apigee Unveils Predictive Big Data Analytics Platform

Covisint and Milliman Unveil Predictive Analytics Solution

Attivio and Quant5 Unveil Cloud-Based Predictive Customer Analytics Solutions

Evolv Unveils Predictive Analytics Application for Managing the Workforce

FirstRain Unveils FirstRain API

GoodData Unveils Analytics Engine with Predictive Capabilities

RapidMiner Unveils RapidMiner Cloud

Logicalis Unveils Predictive Analytics Solution for Higher Education Establishments

Predixion Software Introduces OEM Predictive Analytics Program  
Skytree Unveils 'Second Opinion' Predictive Analytics Program  
SAP Unveils SAP Predictive Analysis Software Version 1. 0.  
Dun & Bradstreet Unveils New Predictive Analytics Solutions  
Information Mosaic Unveils Predictive Data Analytics Tool  
IBM Unveils Predictive Analytics Software and Services  
Voltari Unveils Voltari Auto - Predictive Analytics for Ad Targeting  
TEOCO Unveils INrange Location-Based Predictive Analytics Solution  
TIBCO Unveils TIBCO Enterprise Runtime for R and TERR Community

## **5. RECENT INDUSTRY ACTIVITY**

PurePredictive Partners with 4CFunding  
Razorsight Deploys MapR Solutions  
AOL Takes Over Velos  
MasterCard to Acquire Applied Predictive Tech  
InsideSales. com Takes Over C9  
PTC to Take Over ColdLight  
Sprinklr Takes Over NewBrand  
Microsoft Takes Over Revolution Analytics  
Welltok Takes Over Predilytics  
Virgin Australia Acquires Torque Data  
Caterpillar Inks Agreement with Uptake  
LeadSPACE Raises New Funding  
EagleEye Analytics Inks Services Agreement with Atlas Financial Holdings  
SAP Partners with GEA  
AppFirst Partners with Accretive  
Datawatch Partners with Quant5  
Berkeley Research Group Establishes Predictive Analytics Division  
Connance Inks Agreement with Huron Healthcare  
CenturyLink Takes Over Cognilytics  
Brillio Takes Over Marketelligent  
ServiceSource Takes Over Scout Analytics  
HERE Takes Over Medio Systems  
Apigee Takes Over InsightsOne  
Dell Acquires StatSoft  
Workday Takes Over Identified  
Cornerstone Takes Over Evolv  
WellDyneRx Inks Agreement with Elsevier

FICO Embeds Birst BI Solution  
IEX Establishes Partnership with Verdande Technology  
LumenData Takes Over Algorithms. io  
Walmart Labs Acquires Inkiru  
Valen Analytics Deploys Birst BI Platform  
Teradata to Add Predictive Analytics to its Campaign Management Portfolio

## 6. FOCUS ON SELECT PLAYERS

Action Corporation (US)  
Alpine Data (US)  
Alteryx, Inc. (US)  
Angoss Software Corporation (US)  
Business Insight International (Belgium)  
Dell Inc. (US)  
Fair Isaac Corporation (US)  
Hewlett-Packard Development Company, L. P. (US)  
IBM Corporation (US)  
Information Builders (US)  
Logi Analytics (US)  
Microsoft Corporation (US)  
Oracle Corporation (US)  
Pentaho Corporation (US)  
Pitney Bowes Inc. (US)  
Predixion Software (US)  
RapidMiner, Inc. (US)  
Revolution Analytics (US)  
Salford Systems (US)  
SAP SE (Germany)  
SAS Institute, Inc. (US)  
Teradata Corporation (US)  
TIBCO Software Inc. (US)

## 7. GLOBAL MARKET PERSPECTIVE

**Table 5.** World Recent Past, Current & Future Analysis for Predictive Analytics by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Revenue

Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 6.** World Historic Review for Predictive Analytics by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 7.** World 12-Year Perspective for Predictive Analytics by Geographic Region - Percentage Breakdown of Revenues for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

#### Market Analysis by Application

**Table 8.** World Recent Past, Current & Future Analysis for Predictive Analytics in Financial & Risk Management by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 9.** World Historic Review for Predictive Analytics in Financial & Risk Management by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 10.** World 12-Year Perspective for Predictive Analytics in Financial & Risk Management by Geographic Region - Percentage Breakdown of Revenues for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

**Table 11.** World Recent Past, Current & Future Analysis for Predictive Analytics in Distribution & CRM by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)



**Table 12.** World Historic Review for Predictive Analytics in Distribution & CRM by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 13.** World 12-Year Perspective for Predictive Analytics in Distribution & CRM by Geographic Region - Percentage Breakdown of Revenues for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

**Table 14.** World Recent Past, Current & Future Analysis for Predictive Analytics in Marketing & Sales by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 15.** World Historic Review for Predictive Analytics in Marketing & Sales by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 16.** World 12-Year Perspective for Predictive Analytics in Marketing & Sales by Geographic Region - Percentage Breakdown of Revenues for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

**Table 17.** World Recent Past, Current & Future Analysis for Predictive Analytics in Personnel & Operations Management by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 18.** World Historic Review for Predictive Analytics in Personnel & Operations Management by Geographic Region - US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 19.** World 12-Year Perspective for Predictive Analytics in Personnel & Operations Management by Geographic Region - Percentage Breakdown of Revenues for US, Canada, Japan, Europe, Asia-Pacific (excluding Japan), Latin America and Rest of World Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

### III. MARKET

#### 1. THE UNITED STATES

##### A. Market Analysis

Current & Future Analysis

Businesses Show Greater Inclination towards Analytics

Obama's Election Campaign Brings Predictive Analytics into Limelight

Product Launches

Strategic Corporate Developments

Key Players

##### B. Market Analytics

**Table 20.** US Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 21.** US Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 22.** US 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

#### 2. CANADA

Market Analysis

**Table 23.** Canadian Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 24.** Canadian Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 25.** Canadian 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

### **3. JAPAN**

#### Market Analysis

**Table 26.** Japanese Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 27.** Japanese Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 28.** Japanese 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management

Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

#### **4. EUROPE**

##### A. Market Analysis

##### Current & Future Analysis

Data Protection Legislations – A Case of Opportunity and Threat in Co-existence

##### B. Market Analytics

**Table 29.** European Recent Past, Current & Future Analysis for Predictive Analytics by Geographic Region - France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 30.** European Historic Review for Predictive Analytics by Geographic Region - France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 31.** European 12-Year Perspective for Predictive Analytics by Geographic Region - Percentage Breakdown of Revenues for France, Germany, Italy, UK, Spain, Russia and Rest of Europe Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

**Table 32.** European Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 33.** European Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 34.** European 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management,

Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

#### **4A. FRANCE**

Market Analysis

**Table 35.** French Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 36.** French Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 37.** French 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

#### **4B. GERMANY**

A. Market Analysis

Current & Future Analysis

Product Launches

Strategic Corporate Development

SAP SE - A Key Player

B. Market Analytics

**Table 38.** German Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes

corresponding Graph/Chart)

**Table 39.** German Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 40.** German 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

#### **4C. ITALY**

Market Analysis

**Table 41.** Italian Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 42.** Italian Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 43.** Italian 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

#### **4D. THE UNITED KINGDOM**

A. Market Analysis

Current & Future Analysis

Market Overview

Product Launch

B. Market Analytics

**Table 44.** UK Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 45.** UK Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 46.** UK 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

#### **4E. SPAIN**

Market Analysis

**Table 47.** Spanish Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 48.** Spanish Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 49.** Spanish 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

#### **4F. RUSSIA**

Market Analysis

**Table 50.** Russian Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 51.** Russian Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 52.** Russian 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

#### **4G. REST OF EUROPE**

A. Market Analysis

Current & Future Analysis

Product Launches

Business Insight International (Belgium) - A Key Player

B. Market Analytics

**Table 53.** Rest of Europe Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently



Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 54.** Rest of Europe Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 55.** Rest of Europe 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

## 5. ASIA-PACIFIC

### Market Analysis

**Table 56.** Asia-Pacific Recent Past, Current & Future Analysis for Predictive Analytics by Geographic Region - China and Rest of Asia-Pacific Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 57.** Asia-Pacific Historic Review for Predictive Analytics by Geographic Region - China and Rest of Asia-Pacific Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 58.** Asia-Pacific 12-Year Perspective for Predictive Analytics by Geographic Region - Percentage Breakdown of Revenues for China and Rest of Asia-Pacific Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

**Table 59.** Asia-Pacific Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 60.** Asia-Pacific Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 61.** Asia-Pacific 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

## 5A. CHINA

### Market Analysis

**Table 62.** Chinese Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 63.** Chinese Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 64.** Chinese 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

## 5B. REST OF ASIA-PACIFIC

### A. Market Analysis

Current & Future Analysis

Strategic Corporate Developments

### B. Market Analytics

**Table 65.** Rest of Asia-Pacific Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 66.** Rest of Asia-Pacific Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 67.** Rest of Asia-Pacific 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

## **6. LATIN AMERICA**

### Market Analysis

**Table 68.** Latin American Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 69.** Latin American Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 70.** Latin American 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management,

Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

## 7. REST OF WORLD

Market Analysis

**Table 71.** Rest of World Recent Past, Current & Future Analysis for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2014 through 2020 (includes corresponding Graph/Chart)

**Table 72.** Rest of World Historic Review for Predictive Analytics by Application Segment - Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets Independently Analyzed with Annual Revenue Figures in US\$ Thousand for Years 2009 through 2013 (includes corresponding Graph/Chart)

**Table 73.** Rest of World 12-Year Perspective for Predictive Analytics by Application Segment - Percentage Breakdown of Revenues for Financial & Risk Management, Distribution & CRM, Marketing & Sales and Personnel & Operations Management Markets for Years 2009, 2015 & 2020 (includes corresponding Graph/Chart)

## IV. COMPETITIVE LANDSCAPE

Total Companies Profiled: 102 (including Divisions/Subsidiaries - 109)

The United States (89)

Canada (1)

Europe (16)

France (1)

Germany (2)

The United Kingdom (4)

Spain (1)

Rest of Europe (8)

Asia-Pacific (Excluding Japan) (3)

## I would like to order

Product name: Predictive Analytics: Market Research Report

Product link: <https://marketpublishers.com/r/P03E94F5019EN.html>

Price: US\$ 4,500.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P03E94F5019EN.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