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Global Advanced and Predictive Analytics (APA) Software Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Advanced & predictive analytics is a group of analytic techniques, based on mathematical principles used to anticipate the future outcomes. Application of advanced & predictive analytics techniques which started its application to illustrate statistics which was used to count and quantify past occurrences, which can be crucial in a reactive and course correction manner. These advanced & predictive analytics technologies are extensively utilised in various industry verticals, including marketing, risk management, economics and healthcare. In the recent years, many new diverse business domains have shown a legitimate interest in these technologies to cultivate better decision making and improved business outcomes.

SCOPE OF THE REPORT:

This report studies the Advanced and Predictive Analytics (APA) Software market status and outlook of Global and major regions, from angles of players, countries, product types and end industries; this report analyzes the top players in global market, and splits the Advanced and Predictive Analytics (APA) Software market by product type and applications/end industries.
The growth of the Advanced and Predictive Analytics (APA) software market is primarily driven by the implementation of Big Data repositories, such as NewSQL, NoSQL, Hadoop databases and other platforms, to enhance the ability of computing data and business value from APA. Additionally, the shift in preference of business analysts towards becoming data scientists is also contributing in boosting the growth of the global Advanced and Predictive Analytics software market.
The market in Asia Pacific is expected to expand at a CAGR of 8.3% during the forecast period, with countries such as India, China, Japan, South Korea, Singapore and

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Philippines driving the adoption of APA solutions in the region. The growth across these countries is primarily driven by several leading players, which are setting up their offices in this region with a view to expanding their operations. Also, growing Internet-based business models and application of Internet solutions in the traditional business models of enterprises is expected to create potential growth opportunities for players in the Advanced and Predictive Analytics (APA) software market during the forecast period.
The global Advanced and Predictive Analytics (APA) Software market is valued at xx million USD in 2017 and is expected to reach xx million USD by the end of 2023, growing at a CAGR of xx% between 2017 and 2023.

The Asia-Pacific will occupy for more market share in following years, especially in China, also fast growing India and Southeast Asia regions.

North America, especially The United States, will still play an important role which cannot be ignored. Any changes from United States might affect the development trend of Advanced and Predictive Analytics (APA) Software.

Europe also play important roles in global market, with market size of xx million USD in 2017 and will be xx million USD in 2023, with a CAGR of xx%.

Market Segment by Companies, this report covers

International Business Machines Corporation (IBM)

SAS Institute

Microsoft Corporation

SAP

Tableau Software

Information Builders

Fair Isaac Corporation (FICO)

Teradata Corporation

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Acxiom Corporation

Oracle Corporation

TIBCO Software

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

On Premise

Cloud Based

Market Segment by Applications, can be divided into

Banking and Financial Services

Insurance

Government

Public Administration and Utilities

Pharmaceuticals

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Telecom and IT

Retail

Transportation

Logistics

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