

Global Business Analytics Software Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

Business analytics software conducts predictive analysis to derive decision-making inputs and insights through the application of statistical tools and methods in business performance data. It analyses business data and information through continuous investigation and exploration of historical business performance data to obtain decisive insights for business planning. It helps the organizations to optimize their business operations and facilitates informed & strategic decision-making.

SCOPE OF THE REPORT:

This report studies the Business Analytics 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 Business Analytics Software market by product type and applications/end industries.

Increase in adoption of business analytics software by many organizations due to continuously increasing investments in business intelligence and analytic tools to drive revenue growth and improve service efficiencies fuels the growth of the market.

Furthermore, surge in demand for cloud-based business analytics software among small- & medium-sized businesses and increase in awareness about numerous benefits provided by this software have provided the marketers with immense scope to target their customers and enhance the user experience.

The global Business Analytics Software market is valued at 49700 million USD in 2017 and is expected to reach 86600 million USD by the end of 2023, growing at a CAGR of 9.7% 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 Business Analytics 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

Oracle Corporation

SAS Institute Inc.

SAP SE

International Business Machines (IBM) Corporation

Microsoft Corporation

Adobe Systems Incorporated

Tableau Software.

Salesforce.com, Inc.

QlikTech International AB

Fair Isaac Corporation

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

Customer Analytics

Supply Chain Analytics

Marketing Analytics

Pricing Analytics

Others

Market Segment by Applications, can be divided into

IT & Telecom

Retail

BFSI

Manufacturing

Others

Contents

1 BUSINESS ANALYTICS SOFTWARE MARKET OVERVIEW

- 1.1 Product Overview and Scope of Business Analytics Software
- 1.2 Classification of Business Analytics Software by Types
 - 1.2.1 Global Business Analytics Software Revenue Comparison by Types (2017-2023)
 - 1.2.2 Global Business Analytics Software Revenue Market Share by Types in 2017
 - 1.2.3 Customer Analytics
 - 1.2.4 Supply Chain Analytics
 - 1.2.5 Marketing Analytics
 - 1.2.6 Pricing Analytics
 - 1.2.7 Others
- 1.3 Global Business Analytics Software Market by Application
 - 1.3.1 Global Business Analytics Software Market Size and Market Share Comparison by Applications (2013-2023)
 - 1.3.2 IT & Telecom
 - 1.3.3 Retail
 - 1.3.4 BFSI
 - 1.3.5 Manufacturing
 - 1.3.6 Others
- 1.4 Global Business Analytics Software Market by Regions
 - 1.4.1 Global Business Analytics Software Market Size (Million USD) Comparison by Regions (2013-2023)
 - 1.4.1 North America (USA, Canada and Mexico) Business Analytics Software Status and Prospect (2013-2023)
 - 1.4.2 Europe (Germany, France, UK, Russia and Italy) Business Analytics Software Status and Prospect (2013-2023)
 - 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) Business Analytics Software Status and Prospect (2013-2023)
 - 1.4.4 South America (Brazil, Argentina, Colombia) Business Analytics Software Status and Prospect (2013-2023)
 - 1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Business Analytics Software Status and Prospect (2013-2023)
- 1.5 Global Market Size of Business Analytics Software (2013-2023)

2 MANUFACTURERS PROFILES

2.1 Oracle Corporation

- 2.1.1 Business Overview
- 2.1.2 Business Analytics Software Type and Applications
 - 2.1.2.1 Product A
 - 2.1.2.2 Product B
- 2.1.3 Oracle Corporation Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.2 SAS Institute Inc.
 - 2.2.1 Business Overview
 - 2.2.2 Business Analytics Software Type and Applications
 - 2.2.2.1 Product A
 - 2.2.2.2 Product B
 - 2.2.3 SAS Institute Inc. Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.3 SAP SE
 - 2.3.1 Business Overview
 - 2.3.2 Business Analytics Software Type and Applications
 - 2.3.2.1 Product A
 - 2.3.2.2 Product B
 - 2.3.3 SAP SE Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.4 International Business Machines (IBM) Corporation
 - 2.4.1 Business Overview
 - 2.4.2 Business Analytics Software Type and Applications
 - 2.4.2.1 Product A
 - 2.4.2.2 Product B
 - 2.4.3 International Business Machines (IBM) Corporation Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.5 Microsoft Corporation
 - 2.5.1 Business Overview
 - 2.5.2 Business Analytics Software Type and Applications
 - 2.5.2.1 Product A
 - 2.5.2.2 Product B
 - 2.5.3 Microsoft Corporation Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)
- 2.6 Adobe Systems Incorporated
 - 2.6.1 Business Overview
 - 2.6.2 Business Analytics Software Type and Applications
 - 2.6.2.1 Product A
 - 2.6.2.2 Product B

2.6.3 Adobe Systems Incorporated Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)

2.7 Tableau Software.

2.7.1 Business Overview

2.7.2 Business Analytics Software Type and Applications

2.7.2.1 Product A

2.7.2.2 Product B

2.7.3 Tableau Software. Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)

2.8 Salesforce.com, Inc.

2.8.1 Business Overview

2.8.2 Business Analytics Software Type and Applications

2.8.2.1 Product A

2.8.2.2 Product B

2.8.3 Salesforce.com, Inc. Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)

2.9 QlikTech International AB

2.9.1 Business Overview

2.9.2 Business Analytics Software Type and Applications

2.9.2.1 Product A

2.9.2.2 Product B

2.9.3 QlikTech International AB Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)

2.10 Fair Isaac Corporation

2.10.1 Business Overview

2.10.2 Business Analytics Software Type and Applications

2.10.2.1 Product A

2.10.2.2 Product B

2.10.3 Fair Isaac Corporation Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)

3 GLOBAL BUSINESS ANALYTICS SOFTWARE MARKET COMPETITION, BY PLAYERS

3.1 Global Business Analytics Software Revenue and Share by Players (2013-2018)

3.2 Market Concentration Rate

3.2.1 Top 5 Business Analytics Software Players Market Share

3.2.2 Top 10 Business Analytics Software Players Market Share

3.3 Market Competition Trend

4 GLOBAL BUSINESS ANALYTICS SOFTWARE MARKET SIZE BY REGIONS

- 4.1 Global Business Analytics Software Revenue and Market Share by Regions
- 4.2 North America Business Analytics Software Revenue and Growth Rate (2013-2018)
- 4.3 Europe Business Analytics Software Revenue and Growth Rate (2013-2018)
- 4.4 Asia-Pacific Business Analytics Software Revenue and Growth Rate (2013-2018)
- 4.5 South America Business Analytics Software Revenue and Growth Rate (2013-2018)
- 4.6 Middle East and Africa Business Analytics Software Revenue and Growth Rate (2013-2018)

5 NORTH AMERICA BUSINESS ANALYTICS SOFTWARE REVENUE BY COUNTRIES

- 5.1 North America Business Analytics Software Revenue by Countries (2013-2018)
- 5.2 USA Business Analytics Software Revenue and Growth Rate (2013-2018)
- 5.3 Canada Business Analytics Software Revenue and Growth Rate (2013-2018)
- 5.4 Mexico Business Analytics Software Revenue and Growth Rate (2013-2018)

6 EUROPE BUSINESS ANALYTICS SOFTWARE REVENUE BY COUNTRIES

- 6.1 Europe Business Analytics Software Revenue by Countries (2013-2018)
- 6.2 Germany Business Analytics Software Revenue and Growth Rate (2013-2018)
- 6.3 UK Business Analytics Software Revenue and Growth Rate (2013-2018)
- 6.4 France Business Analytics Software Revenue and Growth Rate (2013-2018)
- 6.5 Russia Business Analytics Software Revenue and Growth Rate (2013-2018)
- 6.6 Italy Business Analytics Software Revenue and Growth Rate (2013-2018)

7 ASIA-PACIFIC BUSINESS ANALYTICS SOFTWARE REVENUE BY COUNTRIES

- 7.1 Asia-Pacific Business Analytics Software Revenue by Countries (2013-2018)
- 7.2 China Business Analytics Software Revenue and Growth Rate (2013-2018)
- 7.3 Japan Business Analytics Software Revenue and Growth Rate (2013-2018)
- 7.4 Korea Business Analytics Software Revenue and Growth Rate (2013-2018)
- 7.5 India Business Analytics Software Revenue and Growth Rate (2013-2018)
- 7.6 Southeast Asia Business Analytics Software Revenue and Growth Rate (2013-2018)

8 SOUTH AMERICA BUSINESS ANALYTICS SOFTWARE REVENUE BY

COUNTRIES

- 8.1 South America Business Analytics Software Revenue by Countries (2013-2018)
- 8.2 Brazil Business Analytics Software Revenue and Growth Rate (2013-2018)
- 8.3 Argentina Business Analytics Software Revenue and Growth Rate (2013-2018)
- 8.4 Colombia Business Analytics Software Revenue and Growth Rate (2013-2018)

9 MIDDLE EAST AND AFRICA REVENUE BUSINESS ANALYTICS SOFTWARE BY COUNTRIES

- 9.1 Middle East and Africa Business Analytics Software Revenue by Countries (2013-2018)
- 9.2 Saudi Arabia Business Analytics Software Revenue and Growth Rate (2013-2018)
- 9.3 UAE Business Analytics Software Revenue and Growth Rate (2013-2018)
- 9.4 Egypt Business Analytics Software Revenue and Growth Rate (2013-2018)
- 9.5 Nigeria Business Analytics Software Revenue and Growth Rate (2013-2018)
- 9.6 South Africa Business Analytics Software Revenue and Growth Rate (2013-2018)

10 GLOBAL BUSINESS ANALYTICS SOFTWARE MARKET SEGMENT BY TYPE

- 10.1 Global Business Analytics Software Revenue and Market Share by Type (2013-2018)
- 10.2 Global Business Analytics Software Market Forecast by Type (2018-2023)
- 10.3 Customer Analytics Revenue Growth Rate (2013-2023)
- 10.4 Supply Chain Analytics Revenue Growth Rate (2013-2023)
- 10.5 Marketing Analytics Revenue Growth Rate (2013-2023)
- 10.6 Pricing Analytics Revenue Growth Rate (2013-2023)
- 10.7 Others Revenue Growth Rate (2013-2023)

11 GLOBAL BUSINESS ANALYTICS SOFTWARE MARKET SEGMENT BY APPLICATION

- 11.1 Global Business Analytics Software Revenue Market Share by Application (2013-2018)
- 11.2 Business Analytics Software Market Forecast by Application (2018-2023)
- 11.3 IT & Telecom Revenue Growth (2013-2018)
- 11.4 Retail Revenue Growth (2013-2018)
- 11.5 BFSI Revenue Growth (2013-2018)
- 11.6 Manufacturing Revenue Growth (2013-2018)

11.7 Others Revenue Growth (2013-2018)

12 GLOBAL BUSINESS ANALYTICS SOFTWARE MARKET SIZE FORECAST (2018-2023)

- 12.1 Global Business Analytics Software Market Size Forecast (2018-2023)
- 12.2 Global Business Analytics Software Market Forecast by Regions (2018-2023)
- 12.3 North America Business Analytics Software Revenue Market Forecast (2018-2023)
- 12.4 Europe Business Analytics Software Revenue Market Forecast (2018-2023)
- 12.5 Asia-Pacific Business Analytics Software Revenue Market Forecast (2018-2023)
- 12.6 South America Business Analytics Software Revenue Market Forecast (2018-2023)
- 12.7 Middle East and Africa Business Analytics Software Revenue Market Forecast (2018-2023)

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

- 14.1 Methodology
- 14.2 Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure Business Analytics Software Picture

Table Product Specifications of Business Analytics Software

Table Global Business Analytics Software and Revenue (Million USD) Market Split by Product Type

Figure Global Business Analytics Software Revenue Market Share by Types in 2017

Figure Customer Analytics Picture

Figure Supply Chain Analytics Picture

Figure Marketing Analytics Picture

Figure Pricing Analytics Picture

Figure Others Picture

Table Global Business Analytics Software Revenue (Million USD) by Application (2013-2023)

Figure Business Analytics Software Revenue Market Share by Applications in 2017

Figure IT & Telecom Picture

Figure Retail Picture

Figure BFSI Picture

Figure Manufacturing Picture

Figure Others Picture

Table Global Market Business Analytics Software Revenue (Million USD) Comparison by Regions 2013-2023

Figure North America Business Analytics Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure Europe Business Analytics Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure Asia-Pacific Business Analytics Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure South America Business Analytics Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure Middle East and Africa Business Analytics Software Revenue (Million USD) and Growth Rate (2013-2023)

Figure Global Business Analytics Software Revenue (Million USD) and Growth Rate (2013-2023)

Table Oracle Corporation Basic Information, Manufacturing Base and Competitors

Table Oracle Corporation Business Analytics Software Type and Applications

Table Oracle Corporation Business Analytics Software Revenue, Gross Margin and

Market Share (2016-2017)

Table SAS Institute Inc. Basic Information, Manufacturing Base and Competitors

Table SAS Institute Inc. Business Analytics Software Type and Applications

Table SAS Institute Inc. Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)

Table SAP SE Basic Information, Manufacturing Base and Competitors

Table SAP SE Business Analytics Software Type and Applications

Table SAP SE Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)

Table International Business Machines (IBM) Corporation Basic Information, Manufacturing Base and Competitors

Table International Business Machines (IBM) Corporation Business Analytics Software Type and Applications

Table International Business Machines (IBM) Corporation Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)

Table Microsoft Corporation Basic Information, Manufacturing Base and Competitors

Table Microsoft Corporation Business Analytics Software Type and Applications

Table Microsoft Corporation Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)

Table Adobe Systems Incorporated Basic Information, Manufacturing Base and Competitors

Table Adobe Systems Incorporated Business Analytics Software Type and Applications

Table Adobe Systems Incorporated Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)

Table Tableau Software. Basic Information, Manufacturing Base and Competitors

Table Tableau Software. Business Analytics Software Type and Applications

Table Tableau Software. Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)

Table Salesforce.com, Inc. Basic Information, Manufacturing Base and Competitors

Table Salesforce.com, Inc. Business Analytics Software Type and Applications

Table Salesforce.com, Inc. Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)

Table QlikTech International AB Basic Information, Manufacturing Base and Competitors

Table QlikTech International AB Business Analytics Software Type and Applications

Table QlikTech International AB Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)

Table Fair Isaac Corporation Basic Information, Manufacturing Base and Competitors

Table Fair Isaac Corporation Business Analytics Software Type and Applications

Table Fair Isaac Corporation Business Analytics Software Revenue, Gross Margin and Market Share (2016-2017)

Table Global Business Analytics Software Revenue (Million USD) by Players (2013-2018)

Table Global Business Analytics Software Revenue Share by Players (2013-2018)

Figure Global Business Analytics Software Revenue Share by Players in 2016

Figure Global Business Analytics Software Revenue Share by Players in 2017

Figure Global Top 5 Players Business Analytics Software Revenue Market Share in 2017

Figure Global Top 10 Players Business Analytics Software Revenue Market Share in 2017

Figure Global Business Analytics Software Revenue (Million USD) and Growth Rate (%) (2013-2018)

Table Global Business Analytics Software Revenue (Million USD) by Regions (2013-2018)

Table Global Business Analytics Software Revenue Market Share by Regions (2013-2018)

Figure Global Business Analytics Software Revenue Market Share by Regions (2013-2018)

Figure Global Business Analytics Software Revenue Market Share by Regions in 2017

Figure North America Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure Europe Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure Asia-Pacific Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure South America Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure Middle East and Africa Business Analytics Software Revenue and Growth Rate (2013-2018)

Table North America Business Analytics Software Revenue by Countries (2013-2018)

Table North America Business Analytics Software Revenue Market Share by Countries (2013-2018)

Figure North America Business Analytics Software Revenue Market Share by Countries (2013-2018)

Figure North America Business Analytics Software Revenue Market Share by Countries in 2017

Figure USA Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure Canada Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure Mexico Business Analytics Software Revenue and Growth Rate (2013-2018)

Table Europe Business Analytics Software Revenue (Million USD) by Countries (2013-2018)

Figure Europe Business Analytics Software Revenue Market Share by Countries (2013-2018)

Figure Europe Business Analytics Software Revenue Market Share by Countries in 2017

Figure Germany Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure UK Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure France Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure Russia Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure Italy Business Analytics Software Revenue and Growth Rate (2013-2018)

Table Asia-Pacific Business Analytics Software Revenue (Million USD) by Countries (2013-2018)

Figure Asia-Pacific Business Analytics Software Revenue Market Share by Countries (2013-2018)

Figure Asia-Pacific Business Analytics Software Revenue Market Share by Countries in 2017

Figure China Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure Japan Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure Korea Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure India Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure Southeast Asia Business Analytics Software Revenue and Growth Rate (2013-2018)

Table South America Business Analytics Software Revenue by Countries (2013-2018)

Table South America Business Analytics Software Revenue Market Share by Countries (2013-2018)

Figure South America Business Analytics Software Revenue Market Share by Countries (2013-2018)

Figure South America Business Analytics Software Revenue Market Share by Countries in 2017

Figure Brazil Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure Argentina Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure Colombia Business Analytics Software Revenue and Growth Rate (2013-2018)

Table Middle East and Africa Business Analytics Software Revenue (Million USD) by Countries (2013-2018)

Table Middle East and Africa Business Analytics Software Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa Business Analytics Software Revenue Market Share by Countries (2013-2018)

Figure Middle East and Africa Business Analytics Software Revenue Market Share by Countries in 2017

Figure Saudi Arabia Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure UAE Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure Egypt Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure Nigeria Business Analytics Software Revenue and Growth Rate (2013-2018)

Figure South Africa Business Analytics Software Revenue and Growth Rate (2013-2018)

Table Global Business Analytics Software Revenue (Million USD) by Type (2013-2018)

Table Global Business Analytics Software Revenue Share by Type (2013-2018)

Figure Global Business Analytics Software Revenue Share by Type (2013-2018)

Figure Global Business Analytics Software Revenue Share by Type in 2017

Table Global Business Analytics Software Revenue Forecast by Type (2018-2023)

Figure Global Business Analytics Software Market Share Forecast by Type (2018-2023)

Figure Global Customer Analytics Revenue Growth Rate (2013-2018)

Figure Global Supply Chain Analytics Revenue Growth Rate (2013-2018)

Figure Global Marketing Analytics Revenue Growth Rate (2013-2018)

Figure Global Pricing Analytics Revenue Growth Rate (2013-2018)

Figure Global Others Revenue Growth Rate (2013-2018)

Table Global Business Analytics Software Revenue by Application (2013-2018)

Table Global Business Analytics Software Revenue Share by Application (2013-2018)

Figure Global Business Analytics Software Revenue Share by Application (2013-2018)

Figure Global Business Analytics Software Revenue Share by Application in 2017

Table Global Business Analytics Software Revenue Forecast by Application (2018-2023)

Figure Global Business Analytics Software Market Share Forecast by Application (2018-2023)

Figure Global IT & Telecom Revenue Growth Rate (2013-2018)

Figure Global Retail Revenue Growth Rate (2013-2018)

Figure Global BFSI Revenue Growth Rate (2013-2018)

Figure Global Manufacturing Revenue Growth Rate (2013-2018)

Figure Global Others Revenue Growth Rate (2013-2018)

Figure Global Business Analytics Software Revenue (Million USD) and Growth Rate Forecast (2018 -2023)

Table Global Business Analytics Software Revenue (Million USD) Forecast by Regions (2018-2023)

Figure Global Business Analytics Software Revenue Market Share Forecast by Regions (2018-2023)

Figure North America Business Analytics Software Revenue Market Forecast
(2018-2023)

Figure Europe Business Analytics Software Revenue Market Forecast (2018-2023)

Figure Asia-Pacific Business Analytics Software Revenue Market Forecast (2018-2023)

Figure South America Business Analytics Software Revenue Market Forecast
(2018-2023)

Figure Middle East and Africa Business Analytics Software Revenue Market Forecast
(2018-2023)

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