

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

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Abstracts

Cloud-based Business Analytics Software helps elucidate and analyze business data through continuous exploration and investigation of old business performance to gain decisive insights for business planning over cloud. Through the application of statistical methods and tools in business performance data, a cloud business analytics software conducts predictive analysis to derive decision-making insights and inputs. It helps the organizations optimize business operations and facilitate informed & strategic decision-making.

Scope of the Report:

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

Demand for cloud-based business analytics software is high in small- & medium-sized enterprises owing to its low cost and enhanced usability. In addition, requirement of social media analytics, which is a part of business analytics, is on a significant increase due to rise in popularity of social media marketing. This in turn drives cloud-based business analytics software market growth.

The global Cloud-Based Business Analytics Software market is valued at 30300 million USD in 2017 and is expected to reach 54600 million USD by the end of 2023, growing at a CAGR of 10.4% 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 Cloud-Based 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

Private Cloud

Public Cloud

Hybrid Cloud

Market Segment by Applications, can be divided into

Customer Analytics

Supply Chain Analytics

Marketing Analytics

Pricing Analytics

Others

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