

Global Higher Education Learning Analytics Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

https://marketpublishers.com/r/G86E3C076BAEN.html

Date: October 2018 Pages: 114 Price: US\$ 3,480.00 (Single User License) ID: G86E3C076BAEN

Abstracts

Learning analytics software uses tools and applications for collecting, managing, and analyzing both structured and unstructured data to improve multiple processes and activities that are a part of the education industry, achieve strategic goals, and enable better decision making. Learning analytics has applications in various aspects of education. As this is a growing market, it is expected to influence the evolving needs of higher education institutions in the US.

Scope of the Report:

This report studies the Higher Education Learning Analytics 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 Higher Education Learning Analytics market by product type and applications/end industries.

A key trend that will boost market growth is the increased focus on budget management. Analytical solutions devised by vendors can be used for varied suitable areas in the education industry. The most prominent uses include student recruitment, student retention, and curriculum development. Apart from these, higher educational institutions are interested in installing the software solution for improving operational efficiencies on campus. A key growth driver is the emphasis on personalized learning. The traditional approach of learning methodology required teachers to do the knowledge sharing. They were the sole providers of information and students had limited access to learning sources. Institutions are now shifting toward the knowledge pull pedagogy method wherein students are given the liberty and flexibility to learn specific concept with the help of numerous online sources such as digital libraries.



Since students have access to vast amounts of information, they are bound to grow curious about various topics and concepts they come across as they learn. In additions, different students have different learning patterns. These traits are being identified and are triggering the need to implement learning analytics in the education system.

The global Higher Education Learning Analytics 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 Higher Education Learning Analytics.

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

D2L

Microsoft

Oracle

Pearson Education

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

Market Segment by Applications, can be divided into

Learner Efficiency

Student Retention

Institutional Management

Instructional Design



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