

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

<https://marketpublishers.com/r/G18E805A76BEN.html>

Date: September 2018

Pages: 123

Price: US\$ 3,480.00 (Single User License)

ID: G18E805A76BEN

## Abstracts

Learning analytics is the measurement, collection, analysis and reporting of data about learners and their contexts, for purposes of understanding and optimizing learning and the environments in which it occurs.

Scope of the Report:

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

Methods for learning analytics include: Content analysis, Adaptive learning analytics, Functional support analytics, Social learning analytics, Predictive analytics and etc. Content analysis use particularly resources which students create (such as essays). Social learning analytics is aimed at exploring the role of social interaction in learning, the importance of learning networks, etc.

The global 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 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

Oracle

Blackboard

IBM

Microsoft

Pearson

Saba Software

Sum Total System

Mcgraw-Hill Education

SAP

Desire2learn

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

Cloud based

On-premises

Market Segment by Applications, can be divided into

Higher education

K-12

## Contents

### 1 LEARNING ANALYTICS MARKET OVERVIEW

- 1.1 Product Overview and Scope of Learning Analytics
- 1.2 Classification of Learning Analytics by Types
  - 1.2.1 Global Learning Analytics Revenue Comparison by Types (2017-2023)
  - 1.2.2 Global Learning Analytics Revenue Market Share by Types in 2017
  - 1.2.3 Cloud based
  - 1.2.4 On-premises
- 1.3 Global Learning Analytics Market by Application
  - 1.3.1 Global Learning Analytics Market Size and Market Share Comparison by Applications (2013-2023)
  - 1.3.2 Higher education
  - 1.3.3 K-12
- 1.4 Global Learning Analytics Market by Regions
  - 1.4.1 Global Learning Analytics Market Size (Million USD) Comparison by Regions (2013-2023)
    - 1.4.1 North America (USA, Canada and Mexico) Learning Analytics Status and Prospect (2013-2023)
    - 1.4.2 Europe (Germany, France, UK, Russia and Italy) Learning Analytics Status and Prospect (2013-2023)
    - 1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) Learning Analytics Status and Prospect (2013-2023)
    - 1.4.4 South America (Brazil, Argentina, Colombia) Learning Analytics Status and Prospect (2013-2023)
    - 1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Learning Analytics Status and Prospect (2013-2023)
- 1.5 Global Market Size of Learning Analytics (2013-2023)

### 2 MANUFACTURERS PROFILES

- 2.1 Oracle
  - 2.1.1 Business Overview
  - 2.1.2 Learning Analytics Type and Applications
    - 2.1.2.1 Product A
    - 2.1.2.2 Product B
  - 2.1.3 Oracle Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

## 2.2 Blackboard

### 2.2.1 Business Overview

### 2.2.2 Learning Analytics Type and Applications

#### 2.2.2.1 Product A

#### 2.2.2.2 Product B

### 2.2.3 Blackboard Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

## 2.3 IBM

### 2.3.1 Business Overview

### 2.3.2 Learning Analytics Type and Applications

#### 2.3.2.1 Product A

#### 2.3.2.2 Product B

### 2.3.3 IBM Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

## 2.4 Microsoft

### 2.4.1 Business Overview

### 2.4.2 Learning Analytics Type and Applications

#### 2.4.2.1 Product A

#### 2.4.2.2 Product B

### 2.4.3 Microsoft Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

## 2.5 Pearson

### 2.5.1 Business Overview

### 2.5.2 Learning Analytics Type and Applications

#### 2.5.2.1 Product A

#### 2.5.2.2 Product B

### 2.5.3 Pearson Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

## 2.6 Saba Software

### 2.6.1 Business Overview

### 2.6.2 Learning Analytics Type and Applications

#### 2.6.2.1 Product A

#### 2.6.2.2 Product B

### 2.6.3 Saba Software Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

## 2.7 Sum Total System

### 2.7.1 Business Overview

### 2.7.2 Learning Analytics Type and Applications

#### 2.7.2.1 Product A

#### 2.7.2.2 Product B

2.7.3 Sum Total System Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

2.8 Mcgraw-Hill Education

2.8.1 Business Overview

2.8.2 Learning Analytics Type and Applications

2.8.2.1 Product A

2.8.2.2 Product B

2.8.3 Mcgraw-Hill Education Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

2.9 SAP

2.9.1 Business Overview

2.9.2 Learning Analytics Type and Applications

2.9.2.1 Product A

2.9.2.2 Product B

2.9.3 SAP Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

2.10 Desire2learn

2.10.1 Business Overview

2.10.2 Learning Analytics Type and Applications

2.10.2.1 Product A

2.10.2.2 Product B

2.10.3 Desire2learn Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

### **3 GLOBAL LEARNING ANALYTICS MARKET COMPETITION, BY PLAYERS**

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

3.2 Market Concentration Rate

3.2.1 Top 5 Learning Analytics Players Market Share

3.2.2 Top 10 Learning Analytics Players Market Share

3.3 Market Competition Trend

### **4 GLOBAL LEARNING ANALYTICS MARKET SIZE BY REGIONS**

4.1 Global Learning Analytics Revenue and Market Share by Regions

4.2 North America Learning Analytics Revenue and Growth Rate (2013-2018)

4.3 Europe Learning Analytics Revenue and Growth Rate (2013-2018)

4.4 Asia-Pacific Learning Analytics Revenue and Growth Rate (2013-2018)

4.5 South America Learning Analytics Revenue and Growth Rate (2013-2018)

4.6 Middle East and Africa Learning Analytics Revenue and Growth Rate (2013-2018)

## **5 NORTH AMERICA LEARNING ANALYTICS REVENUE BY COUNTRIES**

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

## **6 EUROPE LEARNING ANALYTICS REVENUE BY COUNTRIES**

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

## **7 ASIA-PACIFIC LEARNING ANALYTICS REVENUE BY COUNTRIES**

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

## **8 SOUTH AMERICA LEARNING ANALYTICS REVENUE BY COUNTRIES**

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

## **9 MIDDLE EAST AND AFRICA REVENUE LEARNING ANALYTICS BY COUNTRIES**

- 9.1 Middle East and Africa Learning Analytics Revenue by Countries (2013-2018)
- 9.2 Saudi Arabia Learning Analytics Revenue and Growth Rate (2013-2018)
- 9.3 UAE Learning Analytics Revenue and Growth Rate (2013-2018)
- 9.4 Egypt Learning Analytics Revenue and Growth Rate (2013-2018)

9.5 Nigeria Learning Analytics Revenue and Growth Rate (2013-2018)

9.6 South Africa Learning Analytics Revenue and Growth Rate (2013-2018)

## **10 GLOBAL LEARNING ANALYTICS MARKET SEGMENT BY TYPE**

10.1 Global Learning Analytics Revenue and Market Share by Type (2013-2018)

10.2 Global Learning Analytics Market Forecast by Type (2018-2023)

10.3 Cloud based Revenue Growth Rate (2013-2023)

10.4 On-premises Revenue Growth Rate (2013-2023)

## **11 GLOBAL LEARNING ANALYTICS MARKET SEGMENT BY APPLICATION**

11.1 Global Learning Analytics Revenue Market Share by Application (2013-2018)

11.2 Learning Analytics Market Forecast by Application (2018-2023)

11.3 Higher education Revenue Growth (2013-2018)

11.4 K-12 Revenue Growth (2013-2018)

## **12 GLOBAL LEARNING ANALYTICS MARKET SIZE FORECAST (2018-2023)**

12.1 Global Learning Analytics Market Size Forecast (2018-2023)

12.2 Global Learning Analytics Market Forecast by Regions (2018-2023)

12.3 North America Learning Analytics Revenue Market Forecast (2018-2023)

12.4 Europe Learning Analytics Revenue Market Forecast (2018-2023)

12.5 Asia-Pacific Learning Analytics Revenue Market Forecast (2018-2023)

12.6 South America Learning Analytics Revenue Market Forecast (2018-2023)

12.7 Middle East and Africa Learning Analytics 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 Learning Analytics Picture

Table Product Specifications of Learning Analytics

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

Figure Global Learning Analytics Revenue Market Share by Types in 2017

Figure Cloud based Picture

Figure On-premises Picture

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

Figure Learning Analytics Revenue Market Share by Applications in 2017

Figure Higher education Picture

Figure K-12 Picture

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

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

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

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

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

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

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

Table Oracle Basic Information, Manufacturing Base and Competitors

Table Oracle Learning Analytics Type and Applications

Table Oracle Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

Table Blackboard Basic Information, Manufacturing Base and Competitors

Table Blackboard Learning Analytics Type and Applications

Table Blackboard Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

Table IBM Basic Information, Manufacturing Base and Competitors

Table IBM Learning Analytics Type and Applications

Table IBM Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

Table Microsoft Basic Information, Manufacturing Base and Competitors

Table Microsoft Learning Analytics Type and Applications

Table Microsoft Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

Table Pearson Basic Information, Manufacturing Base and Competitors

Table Pearson Learning Analytics Type and Applications

Table Pearson Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

Table Saba Software Basic Information, Manufacturing Base and Competitors

Table Saba Software Learning Analytics Type and Applications

Table Saba Software Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

Table Sum Total System Basic Information, Manufacturing Base and Competitors

Table Sum Total System Learning Analytics Type and Applications

Table Sum Total System Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

Table Mcgraw-Hill Education Basic Information, Manufacturing Base and Competitors

Table Mcgraw-Hill Education Learning Analytics Type and Applications

Table Mcgraw-Hill Education Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

Table SAP Basic Information, Manufacturing Base and Competitors

Table SAP Learning Analytics Type and Applications

Table SAP Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

Table Desire2learn Basic Information, Manufacturing Base and Competitors

Table Desire2learn Learning Analytics Type and Applications

Table Desire2learn Learning Analytics Revenue, Gross Margin and Market Share (2016-2017)

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

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

Figure Global Learning Analytics Revenue Share by Players in 2016

Figure Global Learning Analytics Revenue Share by Players in 2017

Figure Global Top 5 Players Learning Analytics Revenue Market Share in 2017

Figure Global Top 10 Players Learning Analytics Revenue Market Share in 2017

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

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

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

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

Figure Global Learning Analytics Revenue Market Share by Regions in 2017

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

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

Figure Asia-Pacific Learning Analytics Revenue and Growth Rate (2013-2018)  
Figure South America Learning Analytics Revenue and Growth Rate (2013-2018)  
Figure Middle East and Africa Learning Analytics Revenue and Growth Rate (2013-2018)  
Table North America Learning Analytics Revenue by Countries (2013-2018)  
Table North America Learning Analytics Revenue Market Share by Countries (2013-2018)  
Figure North America Learning Analytics Revenue Market Share by Countries (2013-2018)  
Figure North America Learning Analytics Revenue Market Share by Countries in 2017  
Figure USA Learning Analytics Revenue and Growth Rate (2013-2018)  
Figure Canada Learning Analytics Revenue and Growth Rate (2013-2018)  
Figure Mexico Learning Analytics Revenue and Growth Rate (2013-2018)  
Table Europe Learning Analytics Revenue (Million USD) by Countries (2013-2018)  
Figure Europe Learning Analytics Revenue Market Share by Countries (2013-2018)  
Figure Europe Learning Analytics Revenue Market Share by Countries in 2017  
Figure Germany Learning Analytics Revenue and Growth Rate (2013-2018)  
Figure UK Learning Analytics Revenue and Growth Rate (2013-2018)  
Figure France Learning Analytics Revenue and Growth Rate (2013-2018)  
Figure Russia Learning Analytics Revenue and Growth Rate (2013-2018)  
Figure Italy Learning Analytics Revenue and Growth Rate (2013-2018)  
Table Asia-Pacific Learning Analytics Revenue (Million USD) by Countries (2013-2018)  
Figure Asia-Pacific Learning Analytics Revenue Market Share by Countries (2013-2018)  
Figure Asia-Pacific Learning Analytics Revenue Market Share by Countries in 2017  
Figure China Learning Analytics Revenue and Growth Rate (2013-2018)  
Figure Japan Learning Analytics Revenue and Growth Rate (2013-2018)  
Figure Korea Learning Analytics Revenue and Growth Rate (2013-2018)  
Figure India Learning Analytics Revenue and Growth Rate (2013-2018)  
Figure Southeast Asia Learning Analytics Revenue and Growth Rate (2013-2018)  
Table South America Learning Analytics Revenue by Countries (2013-2018)  
Table South America Learning Analytics Revenue Market Share by Countries (2013-2018)  
Figure South America Learning Analytics Revenue Market Share by Countries (2013-2018)  
Figure South America Learning Analytics Revenue Market Share by Countries in 2017  
Figure Brazil Learning Analytics Revenue and Growth Rate (2013-2018)  
Figure Argentina Learning Analytics Revenue and Growth Rate (2013-2018)  
Figure Colombia Learning Analytics Revenue and Growth Rate (2013-2018)  
Table Middle East and Africa Learning Analytics Revenue (Million USD) by Countries

(2013-2018)

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

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

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

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

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

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

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

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

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

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

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

Figure Global Learning Analytics Revenue Share by Type in 2017

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

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

Figure Global Cloud based Revenue Growth Rate (2013-2018)

Figure Global On-premises Revenue Growth Rate (2013-2018)

Table Global Learning Analytics Revenue by Application (2013-2018)

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

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

Figure Global Learning Analytics Revenue Share by Application in 2017

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

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

Figure Global Higher education Revenue Growth Rate (2013-2018)

Figure Global K-12 Revenue Growth Rate (2013-2018)

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

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

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

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

Figure Europe Learning Analytics Revenue Market Forecast (2018-2023)

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

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

Figure Middle East and Africa Learning Analytics Revenue Market Forecast

(2018-2023)

## I would like to order

Product name: Global Learning Analytics Market 2018 by Manufacturers, Countries, Type and Application, Forecast to 2023

Product link: <https://marketpublishers.com/r/G18E805A76BEN.html>

Price: US\$ 3,480.00 (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/G18E805A76BEN.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

