

# Global Self-Service Business Intelligence Market 2024 by Company, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Self-Service Business Intelligence market size was valued at USD 3320.6 million in 2023 and is forecast to a readjusted size of USD 8898 million by 2030 with a CAGR of 15.1% during review period.

Self-service business intelligence (SSBI) is an approach to data analytics that enables business users to access and work with corporate data even though they do not have a background in statistical analysis, business intelligence (BI) or data mining.

The North American region, followed by Europe, is expected to continue being the largest revenue generating region for self-service BI vendors for the next five years. This is mainly because in the developed economies of the U.S. and Canada, there is a high focus on innovations obtained from research and development and technology. The APAC region is expected to be the fastest growing region in the self-service BI market because of the increasing adoption of Internet of Things (IoT) and smart technologies and various government initiatives such as smart cities across APAC countries including China and India.

The Global Info Research report includes an overview of the development of the Self-Service Business Intelligence industry chain, the market status of BFSI (Software, Service), Telecommunication and IT (Software, Service), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Self-Service Business Intelligence.

Regionally, the report analyzes the Self-Service Business Intelligence markets in key

regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Self-Service Business Intelligence market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Self-Service Business Intelligence market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Self-Service Business Intelligence industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the revenue generated, and market share of different by Type (e.g., Software, Service).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Self-Service Business Intelligence market.

**Regional Analysis:** The report involves examining the Self-Service Business Intelligence market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Self-Service Business Intelligence market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Self-Service Business Intelligence:

**Company Analysis:** Report covers individual Self-Service Business Intelligence players, suppliers, and other relevant industry players. This analysis includes studying their

financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Self-Service Business Intelligence. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (BFSI, Telecommunication and IT).

**Technology Analysis:** Report covers specific technologies relevant to Self-Service Business Intelligence. It assesses the current state, advancements, and potential future developments in Self-Service Business Intelligence areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Self-Service Business Intelligence market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Self-Service Business Intelligence market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of value.

### Market segment by Type

Software

Service

### Market segment by Application

BFSI

Telecommunication and IT

Retail and E-commerce

Healthcare and Life Sciences

Manufacturing

Government

Energy and Utilities

Media and Entertainment

Transportation and Logistics

Market segment by players, this report covers

Microsoft

IBM

Oracle

SAP

SAS Institute

Tableau Software

Microstrategy

Qlik Technologies

Tibco Software

ZOHO

Market segment by regions, regional analysis covers

North America (United States, Canada, and Mexico)

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

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Australia and Rest of Asia-Pacific)

South America (Brazil, Argentina and Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

The content of the study subjects, includes a total of 13 chapters:

Chapter 1, to describe Self-Service Business Intelligence product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Self-Service Business Intelligence, with revenue, gross margin and global market share of Self-Service Business Intelligence from 2019 to 2024.

Chapter 3, the Self-Service Business Intelligence competitive situation, revenue and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and application, with consumption value and growth rate by Type, application, from 2019 to 2030.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2019 to 2024. and Self-Service Business Intelligence market forecast, by regions, type and application, with consumption value, from 2025 to 2030.

Chapter 11, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Self-Service Business Intelligence.

Chapter 13, to describe Self-Service Business Intelligence research findings and

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