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Augmented Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

https://marketpublishers.com/r/ABF3A5331983EN.html
Date: January 2023
Pages: 145
Price: US$ 2,499.00 (Single User License)
ID: ABF3A5331983EN

Abstracts

The global augmented analytics market size reached US$ 10.4 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 40.6 Billion by 2028, exhibiting a growth rate (CAGR) of 23.2% during 2023-2028.

Augmented analytics refers to the integration of enabling technologies, such as machine learning (ML) and artificial intelligence (AI), to assist with data preparation and insight generation and explanation. It helps understand the way people explore and analyze data in analytics and business intelligence (BI) platforms. It also supports expert and citizen data scientists by automating different aspects of data science, ML, and AI model development, management, and deployment. Nowadays, business users and executives are relying on augmented analytics to obtain value from their datasets quickly without the requirement of deep technical skills or expertise in working with the data.

Augmented Analytics Market Trends:
Due to the global expansion of businesses, organizations are focusing on adopting advanced technologies to digitally transform their processes. As this leads to the generation of modern data, which is complex and difficult to understand and interpret, there is a rise in the demand for augmented analytics to easily find relevant data and quickly uncover insights. Moreover, marketing and communications agencies are using the analytics to explore the effectiveness of ad campaigns and discover variables hidden in the data. Additionally, travel and hospitality organizations rely on augmented analytics for finding the optimal, personalized offers to upsell or cross-sell customers. This, in confluence with growth in the hospitality sector driven by the efforts undertaken by governments of numerous countries to promote travel and tourism in their countries,

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is contributing to the growth of the market. Besides this, augmented analytics is gaining traction in areas like patient care, training, operations, and drug research of the healthcare industry. Furthermore, the increasing focus on enhancing staff coordination for improving patient care quality is anticipated to drive the market.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the global augmented analytics market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, deployment mode, organization size and industry vertical.

Breakup by Component:

Software
Services

Breakup by Deployment Mode:

On-premises
Cloud-based

Breakup by Organization Size:

Small and Medium-sized Enterprises (SMEs)
Large Enterprises

Breakup by Industry Vertical:

BFSI
Retail
Healthcare and Life Sciences
Telecom and IT
Manufacturing
Government
Transportation and Logistics
Others

Breakup by Region:

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North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:
The competitive landscape of the industry has also been examined along with the profiles of the key players being Domo Inc., International Business Machines Corporation, Microsoft Corporation, Oracle Corporation, QlikTech International AB, Salesforce Inc., SAP SE, Sisense Inc., ThoughtSpot Inc., TIBCO Software Inc. and Yellowfin International Pty Ltd (Idera Inc.).

Key Questions Answered in This Report:
How has the global augmented analytics market performed so far and how will it perform in the coming years?
What has been the impact of COVID-19 on the global augmented analytics market?
What are the key regional markets?
What is the breakup of the market based on the component?
What is the breakup of the market based on the deployment mode?

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What is the breakup of the market based on the organization size?
What is the breakup of the market based on the industry vertical?
What are the various stages in the value chain of the industry?
What are the key driving factors and challenges in the industry?
What is the structure of the global augmented analytics market and who are the key players?
What is the degree of competition in the industry?

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