

# **Augmented Analytics Market Report by Component (Software, Services), Deployment Mode (On-premises, Cloud-based), Organization Size (Small and Medium-sized Enterprises (SMEs), Large Enterprises), Industry Vertical (BFSI, Retail, Healthcare and Life Sciences, Telecom and IT, Manufacturing, Government, Transportation and Logistics, and Others), and Region 2024-2032**

<https://marketpublishers.com/r/AA1F50B2F0CDEN.html>

Date: March 2024

Pages: 145

Price: US\$ 3,899.00 (Single User License)

ID: AA1F50B2F0CDEN

## **Abstracts**

The global augmented analytics market size reached US\$ 12.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 73.1 Billion by 2032, exhibiting a growth rate (CAGR) of 20.9% during 2024-2032.

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, 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 2024-2032. 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:

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

1. What was the size of the global augmented analytics market in 2023?
2. What is the expected growth rate of the global augmented analytics market during 2024-2032?
3. What are the key factors driving the global augmented analytics market?
4. What has been the impact of COVID-19 on the global augmented analytics market?
5. What is the breakup of the global augmented analytics market based on the component?
6. What is the breakup of the global augmented analytics market based on the deployment mode?
7. What is the breakup of the global augmented analytics market based on the organization size?
8. What is the breakup of the global augmented analytics market based on the industry vertical?
9. What are the key regions in the global augmented analytics market?
10. Who are the key players/companies in the global augmented analytics market?

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