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Data Visualization Market Report by Component (Software, Services), Organizational Department (Sales, Marketing, Finance, Operations, Executive Management, and Others), Deployment Mode (On-premises, Cloud-based), Enterprise Size (Small Enterprises, Medium Enterprises, Large Enterprises), End User (BFSI, Education, IT and Telecommunication, Retail and E-Commerce, Manufacturing, Government, and Others), and Region 2023-2028

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Abstracts

The global data visualization market size reached US$ 3.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 5.9 Billion by 2028, exhibiting a growth rate (CAGR) of 8.58% during 2022-2028.

Data visualization refers to the representation of data or information through graphs, maps, charts and other visual tools. It involves the use of dashboards, scorecards, analytics, big data and business intelligence (BI) solutions to identify various trends and patterns. Data visualization aids in analyzing web traffic, optimizing marketing campaigns, processing healthcare data and monitoring financial trends to extract meaningful insights for improved decision making. The tools provide standardized visualization ability that are used for identifying customer preferences and maintaining the demand and supply of existing and new products. As a result, it finds extensive applications across various industries, including banking, financial services and insurance (BFSI), information technology (IT), telecommunication, retail, education and

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manufacturing.

Data Visualization Market Trends:
The increasing adoption of visualization platforms for software advisory and predictive analysis is one of the key factors driving the growth of the market. Moreover, the increasing organizational demand for interactive and simplified projection of data is providing a thrust to the market growth. Medium and large-scale enterprises are extensively utilizing data visualization systems through smartphones, desktop, tablets and web-based applications for generating customized reports and graphical representation of the data. In line with this, the increasing requirement for interactive dashboards based on unstructured data obtained from social media platforms, email service providers and smart devices is also contributing to the growth of the market. Additionally, various technological advancements, such as the integration of connected devices with artificial intelligence (AI), cloud computing and virtual reality (VR) solutions, are acting as other growth-inducing factors. Organizations use these technologies for cost-effective and scalable data analysis and identifying key performance indicators (KPIs) through BI. Other factors, including the increasing adoption of data visualization tools in the retail industry, along with significant improvements in the IT infrastructure across the globe, are anticipated to drive the market toward growth.

Key Market Segmentation:
IMARC Group provides an analysis of the key trends in each sub-segment of the global data visualization market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, organizational department, deployment mode, enterprise size and end user.

Breakup by Component:

Software
Services

Breakup by Organizational Department:

Sales
Marketing
Finance
Operations
Executive Management
Others

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Breakup by Deployment Mode:

On-premises
Cloud-based

Breakup by Enterprise Size:

Small Enterprises
Medium Enterprises
Large Enterprises

Breakup by End User:

BFSI
Education
IT and Telecommunication
Retail and E-Commerce
Manufacturing
Government
Others

Breakup by Region:

North America
United States
Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom

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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 Alteryx Inc., Domo Inc., Dundas Data Visualization Inc., Hitachi Ltd., InetSoft Technology Corp., International Business Machines Corporation, Microsoft Corporation, MicroStrategy Incorporated, Oracle Corporation, Salesforce.com Inc., SAP SE, SAS Institute Inc. and TIBCO Software Inc.

Key Questions Answered in This Report
1. What was the size of the global data visualization market in 2022?
2. What is the expected growth rate of the global data visualization market during 2023-2028?
3. What are the key factors driving the global data visualization market?
4. What has been the impact of COVID-19 on the global data visualization market?
5. What is the breakup of the global data visualization market based on the component?
6. What is the breakup of the global data visualization market based on the organizational department?
7. What is the breakup of the global data visualization market based on the deployment mode?
8. What is the breakup of the global data visualization market based on the enterprise size?
9. What is the breakup of the global data visualization market based on the end user?
10. What are the key regions in the global data visualization market?
11. Who are the key players/companies in the global data visualization market?

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