

Education and Learning Analytics Market Size, Share, Trends and Forecast by Analytics Type, Application, Component, Deployment Mode, End User, and Region, 2026-2034

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Abstracts

The global education and learning analytics market size was valued at USD 46.2 Billion in 2025. Looking forward, IMARC Group estimates the market to reach USD 145.3 Billion by 2034, exhibiting a CAGR of 13.16% from 2026-2034. North America currently dominates the market, holding a market share of 36.8% in 2025. The market is witnessing significant growth, driven by shifting focus toward student-centric analytics, rising integration of AI and machine learning, and demand for personalized education. Moreover, institutions worldwide are using data insights to improve outcomes and efficiency, strengthening the overall education and learning analytics market share.

Key drivers in the education and learning analytics market include the rising adoption of digital learning platforms, increasing focus on personalized education and growing use of data-driven decision-making in academic institutions. For instance, in November 2024, IEMA Research & Development announced the launch of its AI Tutor a groundbreaking platform aimed at personalizing education through advanced machine learning. The tool caters to various learning levels from AI fundamentals to generative AI enabling users to learn at their own pace. The initiative marks a significant advancement in educational technology. Schools and universities are leveraging analytics to track student performance, optimize curricula and improve learning outcomes. Government initiatives supporting smart education and the integration of AI and machine learning into educational tools are creating a positive education and learning analytics market outlook alongside the expanding use of cloud-based solutions and real-time performance dashboards.

Key drivers in the United States education and learning analytics market include widespread digitalization of classrooms, strong government support for data-driven education and increased adoption of adaptive learning technologies. Institutions are using analytics to monitor student engagement, identify at-risk learners and tailor instructional methods. The growing emphasis on accountability and performance metrics in K-12 and higher education is pushing schools to invest in analytics platforms. Cloud-based solutions and AI integration are further enhancing real-time insights and personalized learning experiences across the United States education sector. For instance, in April 2025, Panorama Education announced the acquisition of Class Companion an AI tool that enhances educator efficiency through real-time feedback and tutoring. This acquisition aims to improve personalized learning and student success. The partnership will leverage Panorama's extensive reach to support educators and foster deeper student engagement across 500+ districts nationwide.

EDUCATION AND LEARNING ANALYTICS MARKET TRENDS:

Focus on Student-Centric Metrics

The shift toward student-centric analytics is redefining how institutions measure success, moving beyond test scores to include behavioral patterns, emotional engagement, and learning preferences. Platforms now track attendance, participation, content interaction, and even sentiment to personalize instruction and boost outcomes. This approach supports early intervention for at-risk students and fosters a more inclusive learning environment. For instance, in January 2025, Jisc announced the launch of an updated learning analytics platform at the Data Matters conference aimed at improving student success and retention. Incorporating feedback from users, the platform emphasizes ethical data use. It supports universities in navigating financial challenges while prioritizing student wellbeing and data maturity, with ongoing updates based on sector needs. As personalized education becomes a priority, the demand for such tools is expected to grow significantly, strengthening the education and learning analytics market growth.

AI and Machine Learning Integration

AI and machine learning are transforming the education landscape by enabling platforms to deliver real-time insights, adaptive assessments, and intelligent tutoring. These technologies analyze vast datasets to personalize learning paths, identify knowledge gaps, and offer targeted support. Automated feedback systems help educators respond more effectively to student needs. For instance, in October 2024,

LearningMate Solutions and MarkovML announced their partnership to enhance higher education through AI-powered predictive analytics. Their collaboration aims to improve student success by forecasting performance, optimizing enrolment strategies, and increasing operational efficiency with a cloud-based analytics system, addressing critical challenges faced by universities in today's educational landscape. With institutions increasingly prioritizing tech-enhanced instruction, the education and learning analytics market forecast points to sustained growth driven by AI-powered innovations that improve both learner engagement and academic outcomes.

Rise of Predictive Analytics

Predictive analytics is gaining traction as educational institutions aim to proactively support student success. By analyzing historical academic data, attendance patterns, and engagement metrics, these models can forecast performance trends and flag students at risk of dropping out. This early identification enables timely interventions, personalized support, and improved retention rates. Institutions are embedding these capabilities into learning management systems to streamline decision-making. The growing reliance on data-driven insights underscores predictive analytics as a core trend in modern education strategy.

EDUCATION AND LEARNING ANALYTICS INDUSTRY SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the global education and learning analytics market, along with forecast at the global, regional, and country levels from 2026-2034. The market has been categorized based on analytics type, application, component, deployment mode, and end user.

Analysis by Analytics Type:

Descriptive

Predictive

Prescriptive

Descriptive analytics currently holds the largest share in the education and learning analytics market, driven by its foundational role in data interpretation. Institutions use it to summarize historical data, track academic performance, monitor attendance, and

identify learning trends. This form of analytics provides a clear snapshot of what has happened, helping educators make informed decisions without the complexity of predictive or prescriptive models. Its ease of implementation and actionable insights make it a preferred choice for schools and universities adopting data-driven education strategies.

Analysis by Application:

People Acquisition and Retention

Curriculum Development and Intervention Management

Performance Management

Budget and Finance Management

Operations Management

Others

Performance management leads the market with around 27.2% of market share in 2025. Performance management is a leading application in the education and learning analytics market, as institutions increasingly rely on analytics to monitor and enhance both student and educator outcomes. Through real-time dashboards and performance tracking tools, schools can assess academic progress, set benchmarks, and identify areas needing support. These insights help tailor teaching strategies, allocate resources efficiently, and boost overall institutional effectiveness. As accountability and results-driven approaches gain importance, performance management remains a primary driver of analytics adoption across educational settings.

Analysis by Component:

Software

Services

Software leads the market with around 77.4% of market share in 2025. Software

dominates the education and learning analytics market, driven by the widespread deployment of cloud-based platforms, learning management systems (LMS), and AI-powered analytics tools. These software solutions enable real-time data collection, visualization, and interpretation, helping institutions enhance decision-making and personalize learning experiences. They are easily scalable, integrate with existing educational infrastructure, and offer dashboards for tracking engagement, performance, and outcomes. As digital education continues to expand, the demand for robust, user-friendly analytics software is fueling market leadership in this segment.

Analysis by Deployment Mode:

On-premises

Cloud-based

Cloud-based solutions lead the education and learning analytics market due to their scalability, accessibility, and cost-efficiency. These platforms allow institutions to collect, store, and analyze large volumes of student data in real time without heavy on-premise infrastructure. They support remote learning, enable seamless integration with other digital tools, and provide educators with flexible dashboards to monitor performance and engagement. As education increasingly shifts online and hybrid models gain traction, cloud-based analytics are becoming the preferred choice for data-driven academic environments.

Analysis by End User:

Academic Institutions

Enterprises

Enterprises are emerging as key leaders in the education and learning analytics market, especially as corporate training and upskilling become central to workforce development. Companies are using analytics to assess employee performance, personalize training programs, and measure learning outcomes. These insights help optimize training investments and align learning with business goals. With a growing focus on continuous learning and digital skill-building, enterprises are adopting advanced analytics platforms to drive productivity, retention, and innovation, thereby

significantly contributing to market growth in this segment.

Regional Analysis:

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

In 2025, North America accounted for the largest market share of over 36.8%. North America accounted for the largest share in the education and learning analytics market, supported by early technology adoption, robust digital infrastructure, and strong investments in EdTech. Educational institutions across the United States and Canada are leveraging analytics to enhance learning outcomes, improve administrative efficiency, and support personalized education. Government initiatives, along with the presence of major analytics solution providers, further contribute to regional dominance. The widespread use of AI, cloud platforms, and performance monitoring tools continues to drive market leadership in North America.

KEY REGIONAL TAKEAWAYS:

UNITED STATES EDUCATION AND LEARNING ANALYTICS MARKET ANALYSIS

In 2025, the United States accounted for over 88.60% of the education and learning analytics market in North America. The education and learning analytics market in the United States is undergoing notable expansion as more educational institutions embrace data-driven decision-making. Schools and universities are utilizing analytics to boost student engagement, enhance learning results, and improve overall institutional efficiency. The application of artificial intelligence, machine learning, and big data analytics is fostering innovation, allowing for personalized learning experiences and predictive analysis of student performance. The growing demand for adaptive learning technologies and real-time data insights is further fueling market expansion. Higher education institutions and K-12 schools are implementing analytics solutions to streamline administrative operations and enhance curriculum development. According

to the International Trade Administration, tablets are used in 85 percent of U.S. K-12 school districts, reflecting the rapid integration of digital tools in classrooms. This widespread adoption of technology is generating vast amounts of data, which institutions are utilizing to refine teaching strategies and improve student outcomes through analytics-driven insights. Additionally, the rising investments in EdTech solutions and the increasing focus on digital transformation are contributing to market growth. The adoption of cloud-based analytics platforms is also expanding, providing scalable and cost-effective solutions for educational institutions.

EUROPE EDUCATION AND LEARNING ANALYTICS MARKET ANALYSIS

The Europe education and learning analytics market is witnessing steady expansion, driven by the rising emphasis on data-driven education strategies. The adoption of digital learning platforms and artificial intelligence-based analytics is enabling institutions to offer personalized and adaptive learning solutions. The shift toward competency-based education and outcome-driven learning models is further propelling the demand for analytics tools. Institutions are leveraging real-time data insights to refine teaching methodologies and enhance student engagement. Cloud-based analytics solutions are gaining traction due to their scalability and ease of implementation. The European Commission's DIGITAL program is set to allocate €55 million towards enhancing advanced digital skills. This initiative will emphasize specialized training in crucial domains, including virtual worlds, edge computing, quantum computing, photonics, and robotics and automation. This substantial funding aims to promote the use of analytics tools in these specific areas, broadening their implementation beyond conventional educational environments.

ASIA PACIFIC EDUCATION AND LEARNING ANALYTICS MARKET ANALYSIS

The Asia Pacific education and learning analytics market region is expanding rapidly, driven by the increasing digitalization of education and the growing adoption of AI-powered analytics solutions. Educational institutions are integrating analytics tools to track student progress, enhance personalized learning experiences, and optimize curriculum design. The widespread use of e-learning platforms and the growing investment in EdTech infrastructure are further fueling market growth. According to the Ministry of Finance, the percentage of schools equipped with computers in India increased from 38.5% in 2019–20 to 57.2% in 2023–24, while internet access rose from 22.3% to 53.9% during the same period, as reported in the UDISE+ 2023–24 report. This increased digital infrastructure is generating vast amounts of data, which educational institutions are leveraging through analytics to improve student engagement

and streamline administrative processes.

LATIN AMERICA EDUCATION AND LEARNING ANALYTICS MARKET ANALYSIS

The Latin American education and learning analytics market is growing due to the adoption of digital learning solutions and data analytics, enhancing student performance tracking, optimizing learning strategies, and improving efficiency, with cloud-based solutions gaining prominence for scalability and cost-effectiveness. The growing emphasis on digital transformation in education and the expansion of online learning platforms are further supporting market growth. In 2024, a National Plan for AI was unveiled, dedicating roughly USD 4 billion to enhance business innovation initiatives and invest in AI infrastructure and development, according to the International Trade Administration. This significant funding is anticipated to boost the implementation of AI-driven analytics tools in educational institutions, promoting data-informed decision-making and personalized learning experiences.

MIDDLE EAST AND AFRICA EDUCATION AND LEARNING ANALYTICS MARKET ANALYSIS

The Middle East and Africa's education and learning analytics market is expanding due to the rise of digital learning technologies, and the use of AI-powered platforms and cloud-based analytics solutions. The shift toward personalized learning experiences and competency-based education is also driving growth. Additionally, the rise of e-learning platforms and investments in EdTech infrastructure are contributing to market expansion. Saudi Arabia has strengthened its role as a key tech and investment center during LEAP 24, unveiling USD 888 Million in investment funds and funding initiatives aimed at fostering innovation and tech entrepreneurship. These significant investments are anticipated to enhance the use of advanced analytics tools within educational institutions, thereby accelerating market growth.

COMPETITIVE LANDSCAPE:

The competitive landscape of the education and learning analytics market is influenced by rapid technology advancements and mounting needs for data-driven learning solutions. Providers are concentrating on providing integrated platforms that encompass real-time data tracking, adaptive learning, and performance analytics. Priority is given to easy-to-use interfaces, smooth integration with existing systems, and robust data security protocols. Competition is growing as companies invest in AI capabilities, cloud-based offerings, and scalable architectures to address changing institutional

requirements. Strategic partnerships, research investments, and geographic expansion continue to be primary strategies for establishing market presence and differentiating products.

The report provides a comprehensive analysis of the competitive landscape in the education and learning analytics market with detailed profiles of all major companies, including:

Alteryx Inc.

Blackboard Inc.

G-Cube

Inetsoft Technology Corp.

Information Builders Inc.

iSpring Solutions Inc.

MicroStrategy Incorporated

Saba Software Inc. (Cornerstone OnDemand Inc.)

SAP SE

SAS Institute Inc.

Yellowfin Business Intelligence Co.

KEY QUESTIONS ANSWERED IN THIS REPORT

1. How big is the education and learning analytics market?
2. What is the future outlook of education and learning analytics market?
3. What are the key factors driving the education and learning analytics market?
4. Which region accounts for the largest education and learning analytics market share?
5. Which are the leading companies in the global education and learning analytics market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL EDUCATION AND LEARNING ANALYTICS MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY ANALYTICS TYPE

- 6.1 Descriptive
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Predictive
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Prescriptive

- 6.3.1 Market Trends
- 6.3.2 Market Forecast

7 MARKET BREAKUP BY APPLICATION

- 7.1 People Acquisition and Retention
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Curriculum Development and Intervention Management
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast
- 7.3 Performance Management
 - 7.3.1 Market Trends
 - 7.3.2 Market Forecast
- 7.4 Budget and Finance Management
 - 7.4.1 Market Trends
 - 7.4.2 Market Forecast
- 7.5 Operations Management
 - 7.5.1 Market Trends
 - 7.5.2 Market Forecast
- 7.6 Others
 - 7.6.1 Market Trends
 - 7.6.2 Market Forecast

8 MARKET BREAKUP BY COMPONENT

- 8.1 Software
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Services
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY DEPLOYMENT MODE

- 9.1 On-premises
 - 9.1.1 Market Trends
 - 9.1.2 Market Forecast
- 9.2 Cloud-based

9.2.1 Market Trends

9.2.2 Market Forecast

10 MARKET BREAKUP BY END USER

10.1 Academic Institutions

10.1.1 Market Trends

10.1.2 Market Forecast

10.2 Enterprises

10.2.1 Market Trends

10.2.2 Market Forecast

11 MARKET BREAKUP BY REGION

11.1 North America

11.1.1 United States

11.1.1.1 Market Trends

11.1.1.2 Market Forecast

11.1.2 Canada

11.1.2.1 Market Trends

11.1.2.2 Market Forecast

11.2 Asia Pacific

11.2.1 China

11.2.1.1 Market Trends

11.2.1.2 Market Forecast

11.2.2 Japan

11.2.2.1 Market Trends

11.2.2.2 Market Forecast

11.2.3 India

11.2.3.1 Market Trends

11.2.3.2 Market Forecast

11.2.4 South Korea

11.2.4.1 Market Trends

11.2.4.2 Market Forecast

11.2.5 Australia

11.2.5.1 Market Trends

11.2.5.2 Market Forecast

11.2.6 Indonesia

11.2.6.1 Market Trends

- 11.2.6.2 Market Forecast
- 11.2.7 Others
 - 11.2.7.1 Market Trends
 - 11.2.7.2 Market Forecast
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.1.1 Market Trends
 - 11.3.1.2 Market Forecast
 - 11.3.2 France
 - 11.3.2.1 Market Trends
 - 11.3.2.2 Market Forecast
 - 11.3.3 United Kingdom
 - 11.3.3.1 Market Trends
 - 11.3.3.2 Market Forecast
 - 11.3.4 Italy
 - 11.3.4.1 Market Trends
 - 11.3.4.2 Market Forecast
 - 11.3.5 Spain
 - 11.3.5.1 Market Trends
 - 11.3.5.2 Market Forecast
 - 11.3.6 Russia
 - 11.3.6.1 Market Trends
 - 11.3.6.2 Market Forecast
 - 11.3.7 Others
 - 11.3.7.1 Market Trends
 - 11.3.7.2 Market Forecast
- 11.4 Latin America
 - 11.4.1 Brazil
 - 11.4.1.1 Market Trends
 - 11.4.1.2 Market Forecast
 - 11.4.2 Mexico
 - 11.4.2.1 Market Trends
 - 11.4.2.2 Market Forecast
 - 11.4.3 Others
 - 11.4.3.1 Market Trends
 - 11.4.3.2 Market Forecast
- 11.5 Middle East and Africa
 - 11.5.1 Market Trends
 - 11.5.2 Market Breakup by Country

11.5.3 Market Forecast

12 SWOT ANALYSIS

- 12.1 Overview
- 12.2 Strengths
- 12.3 Weaknesses
- 12.4 Opportunities
- 12.5 Threats

13 VALUE CHAIN ANALYSIS

14 PORTERS FIVE FORCES ANALYSIS

- 14.1 Overview
- 14.2 Bargaining Power of Buyers
- 14.3 Bargaining Power of Suppliers
- 14.4 Degree of Competition
- 14.5 Threat of New Entrants
- 14.6 Threat of Substitutes

15 PRICE ANALYSIS

16 COMPETITIVE LANDSCAPE

- 16.1 Market Structure
- 16.2 Key Players
- 16.3 Profiles of Key Players
 - 16.3.1 Alteryx Inc.
 - 16.3.1.1 Company Overview
 - 16.3.1.2 Product Portfolio
 - 16.3.1.3 Financials
 - 16.3.2 Blackboard Inc.
 - 16.3.2.1 Company Overview
 - 16.3.2.2 Product Portfolio
 - 16.3.2.3 SWOT Analysis
 - 16.3.3 G-Cube
 - 16.3.3.1 Company Overview
 - 16.3.3.2 Product Portfolio

- 16.3.4 Inetsoft Technology Corp.
 - 16.3.4.1 Company Overview
 - 16.3.4.2 Product Portfolio
- 16.3.5 Information Builders Inc.
 - 16.3.5.1 Company Overview
 - 16.3.5.2 Product Portfolio
- 16.3.6 iSpring Solutions Inc.
 - 16.3.6.1 Company Overview
 - 16.3.6.2 Product Portfolio
- 16.3.7 MicroStrategy Incorporated
 - 16.3.7.1 Company Overview
 - 16.3.7.2 Product Portfolio
 - 16.3.7.3 Financials
 - 16.3.7.4 SWOT Analysis
- 16.3.8 Saba Software Inc. (Cornerstone OnDemand Inc.)
 - 16.3.8.1 Company Overview
 - 16.3.8.2 Product Portfolio
 - 16.3.8.3 SWOT Analysis
- 16.3.9 SAP SE
 - 16.3.9.1 Company Overview
 - 16.3.9.2 Product Portfolio
 - 16.3.9.3 Financials
 - 16.3.9.4 SWOT Analysis
- 16.3.10 SAS Institute Inc.
 - 16.3.10.1 Company Overview
 - 16.3.10.2 Product Portfolio
 - 16.3.10.3 SWOT Analysis
- 16.3.11 Yellowfin Business Intelligence Co.
 - 16.3.11.1 Company Overview
 - 16.3.11.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Education and Learning Analytics Market: Key Industry Highlights, 2025 and 2034

Table 2: Global: Education and Learning Analytics Market Forecast: Breakup by Analytics Type (in Million USD), 2026-2034

Table 3: Global: Education and Learning Analytics Market Forecast: Breakup by Application (in Million USD), 2026-2034

Table 4: Global: Education and Learning Analytics Market Forecast: Breakup by Component (in Million USD), 2026-2034

Table 5: Global: Education and Learning Analytics Market Forecast: Breakup by Deployment Mode (in Million USD), 2026-2034

Table 6: Global: Education and Learning Analytics Market Forecast: Breakup by End User (in Million USD), 2026-2034

Table 7: Global: Education and Learning Analytics Market Forecast: Breakup by Region (in Million USD), 2026-2034

Table 8: Global: Education and Learning Analytics Market Structure

Table 9: Global: Education and Learning Analytics Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Education and Learning Analytics Market: Major Drivers and Challenges

Figure 2: Global: Education and Learning Analytics Market: Sales Value (in Billion USD), 2020-2025

Figure 3: Global: Education and Learning Analytics Market: Breakup by Analytics Type (in %), 2025

Figure 4: Global: Education and Learning Analytics Market: Breakup by Application (in %), 2025

Figure 5: Global: Education and Learning Analytics Market: Breakup by Component (in %), 2025

Figure 6: Global: Education and Learning Analytics Market: Breakup by Deployment Mode (in %), 2025

Figure 7: Global: Education and Learning Analytics Market: Breakup by End User (in %), 2025

Figure 8: Global: Education and Learning Analytics Market: Breakup by Region (in %), 2025

Figure 9: Global: Education and Learning Analytics Market Forecast: Sales Value (in Billion USD), 2026-2034

Figure 10: Global: Education and Learning Analytics (Descriptive) Market: Sales Value (in Million USD), 2020 & 2025

Figure 11: Global: Education and Learning Analytics (Descriptive) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 12: Global: Education and Learning Analytics (Predictive) Market: Sales Value (in Million USD), 2020 & 2025

Figure 13: Global: Education and Learning Analytics (Predictive) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 14: Global: Education and Learning Analytics (Prescriptive) Market: Sales Value (in Million USD), 2020 & 2025

Figure 15: Global: Education and Learning Analytics (Prescriptive) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 16: Global: Education and Learning Analytics (People Acquisition and Retention) Market: Sales Value (in Million USD), 2020 & 2025

Figure 17: Global: Education and Learning Analytics (People Acquisition and Retention) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 18: Global: Education and Learning Analytics (Curriculum Development and Intervention Management) Market: Sales Value (in Million USD), 2020 & 2025

Figure 19: Global: Education and Learning Analytics (Curriculum Development and Intervention Management) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 20: Global: Education and Learning Analytics (Performance Management) Market: Sales Value (in Million USD), 2020 & 2025

Figure 21: Global: Education and Learning Analytics (Performance Management) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 22: Global: Education and Learning Analytics (Budget and Finance Management) Market: Sales Value (in Million USD), 2020 & 2025

Figure 23: Global: Education and Learning Analytics (Budget and Finance Management) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 24: Global: Education and Learning Analytics (Operations Management) Market: Sales Value (in Million USD), 2020 & 2025

Figure 25: Global: Education and Learning Analytics (Operations Management) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 26: Global: Education and Learning Analytics (Other Applications) Market: Sales Value (in Million USD), 2020 & 2025

Figure 27: Global: Education and Learning Analytics (Other Applications) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 28: Global: Education and Learning Analytics (Software) Market: Sales Value (in Million USD), 2020 & 2025

Figure 29: Global: Education and Learning Analytics (Software) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 30: Global: Education and Learning Analytics (Services) Market: Sales Value (in Million USD), 2020 & 2025

Figure 31: Global: Education and Learning Analytics (Services) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 32: Global: Education and Learning Analytics (On-premises) Market: Sales Value (in Million USD), 2020 & 2025

Figure 33: Global: Education and Learning Analytics (On-premises) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 34: Global: Education and Learning Analytics (Cloud-based) Market: Sales Value (in Million USD), 2020 & 2025

Figure 35: Global: Education and Learning Analytics (Cloud-based) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 36: Global: Education and Learning Analytics (Academic Institutions) Market: Sales Value (in Million USD), 2020 & 2025

Figure 37: Global: Education and Learning Analytics (Academic Institutions) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 38: Global: Education and Learning Analytics (Enterprises) Market: Sales Value

(in Million USD), 2020 & 2025

Figure 39: Global: Education and Learning Analytics (Enterprises) Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 40: North America: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 41: North America: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 42: United States: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 43: United States: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 44: Canada: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 45: Canada: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 46: Asia Pacific: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 47: Asia Pacific: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 48: China: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 49: China: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 50: Japan: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 51: Japan: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 52: India: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 53: India: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 54: South Korea: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 55: South Korea: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 56: Australia: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 57: Australia: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 58: Indonesia: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 59: Indonesia: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 60: Others: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 61: Others: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 62: Europe: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 63: Europe: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 64: Germany: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 65: Germany: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 66: France: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 67: France: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 68: United Kingdom: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 69: United Kingdom: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 70: Italy: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 71: Italy: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 72: Spain: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 73: Spain: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 74: Russia: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 75: Russia: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 76: Others: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 77: Others: Education and Learning Analytics Market Forecast: Sales Value (in

Million USD), 2026-2034

Figure 78: Latin America: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 79: Latin America: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 80: Brazil: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 81: Brazil: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 82: Mexico: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 83: Mexico: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 84: Others: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 85: Others: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 86: Middle East and Africa: Education and Learning Analytics Market: Sales Value (in Million USD), 2020 & 2025

Figure 87: Middle East and Africa: Education and Learning Analytics Market Forecast: Sales Value (in Million USD), 2026-2034

Figure 88: Global: Education and Learning Analytics Industry: SWOT Analysis

Figure 89: Global: Education and Learning Analytics Industry: Value Chain Analysis

Figure 90: Global: Education and Learning Analytics Industry: Porter's Five Forces Analysis

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