

Embedded Analytics Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global embedded analytics market reached a value of US\$ 47.8 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 108.3 Billion by 2027, exhibiting at a CAGR of 14.41% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use industries. These insights are included in the report as a major market contributor.

Embedded analytics offers an interface for data visualizations, static and interactive reports, self-service analytics and ad hoc querying, benchmarking, mobile reporting, and visual workflows. It assists in enhancing productivity, cultivating data-driven decision-making, providing a competitive edge and a seamless user experience, and increasing the overall revenue. Besides this, as it also aids in customizing actions based on customer interactions, the demand for embedded analytics is escalating around the world.

Embedded Analytics Market Trends:

There is currently a rise in the volume of data generated by different organizations. This, in confluence with the growing need for determining gains in revenue growth, marketplace expansion, and competitive advantage, represents one of the key factors catalyzing the demand for embedded analytics solutions across the globe. Embedded analytics help provide valuable insights into the clinical, operational, and financial functions. Moreover, as it enhances and simplifies workflows by assisting organizations in viewing and data interpretation and diagnostic patient management, its application is expanding in the healthcare sector worldwide. This, along with the introduction of a patient-centric approach and demonstrated advanced clinical and operational capability,



is contributing to market growth. Furthermore, leading players are integrating advanced technologies, such as artificial intelligence (AI), cloud services, the Internet of Things (IoT), and machine learning (ML), to update the existing product variant. They are also introducing embedded analytics that provides the legal department with transparency and critical insights throughout the litigation lifecycle, which is creating a favorable market outlook. Other major factors, including a significant increase in the adoption of data modernization technologies and a rise in the utilization of embedded analytics in the business, financial, services and insurance (BFSI) and manufacturing sector, are anticipated to drive the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global embedded analytics market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on solution, analytics tool, deployment mode, business function, organization size and industry vertical.

Software
Services

Breakup by Analytics Tool:

Dashboard and Data Visualization
Self-service Tools
Benchmarking
Reporting

Breakup by Deployment Mode:

On-premises Cloud-based

Breakup by Business Function:

Finance
Human Resources (HR)
Marketing and Sales



Production
Others

Breakup by Organization Size:

Small and Medium-sized Enterprises (SMEs) Large Enterprises

Breakup by Industry Vertical:

BFSI

IT and Telecommunication

Retail and Consumer Goods

Healthcare and Life Sciences

Manufacturing

Government

Energy and Utilities

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 Infor (Koch Industries Inc.), International Business Machines Corporation, Logi Analytics Inc. (Insightsoftware Inc.), Microsoft Corporation, Open Text Corporation, Oracle Corporation, QlikTech International AB, SAP SE, Sisense Inc., Tableau Software LLC (Salesforce.com Inc), TIBCO Software Inc. and Yellowfin. Key Questions Answered in This Report:

How has the global embedded 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 embedded analytics market? What are the key regional markets?

What is the breakup of the market based on the solution?

What is the breakup of the market based on the analytics tool?

What is the breakup of the market based on the deployment mode?

What is the breakup of the market based on the business function?

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 embedded analytics market and who are the key players?

What is the degree of competition in the industry?



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