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Performance Analytics Market Report by Component (Solution, Service), Organization Size (Large Enterprises, Small and Medium Enterprises), Application (Financial Performance, Sales and Marketing Performance, IT Operations Performance, Supply Chain Performance, Employee Performance, and Others), Industry Vertical (BFSI, IT and Telecom, Retail, Government and Defense, Healthcare, Manufacturing, and Others), and Region 2023-2028

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Abstracts

The global performance analytics market size reached US$ 3.0 Billion in 2022. Looking forward, IMARC Group expects the market to reach US$ 8.5 Billion by 2028, exhibiting a growth rate (CAGR) of 19.0% during 2022-2028.
Performance analytics collects and analyzes information to meet business objectives and projections. Its main features include embedded dashboards, key performance indicators (KPIs), and purpose-built metrics to measure and accelerate performance. It offers real-time visibility for instant insights into current patterns and trends, thereby enhancing decision-making. Nowadays, due to the digital transformation of core business processes, performance analytics is widely adopted by different organizations to aggregate, track, and visualize KPIs. It is also used to gain actionable insights, share up-to-date visualizations, anticipate trends, and monitor performance to identify areas for improvement.
Performance Analytics Market Trends:
A significant shift towards online banking solutions is creating huge amounts of financial data. This represents one of the key factors influencing the adoption of performance analytics in the banking, financial services, and insurance (BFSI) sector worldwide.

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Performance analytics provides fast closing times, tight controls and auditability, real-time consolidation, and elimination of manual errors. Moreover, small and medium-sized enterprises (SMEs) are increasingly relying on performance analytics to understand consumer needs and behavior, improve business performance, and gain a competitive advantage. Additionally, due to the growing access to medical services, healthcare organizations are adopting performance analytics around the world. It assists them in improving transparency in clinical and financial outcomes and making timely, strategic, and operational decisions using actionable, highly reliable data. Apart from this, a considerable rise in the utilization of e-learning solutions on account of the coronavirus disease (COVID-19) outbreak and temporary school closures are contributing to the market growth. Furthermore, several companies are offering advanced performance analytics using artificial intelligence (AI) services, which is further increasing its applications in automated network solutions for transport operations.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global performance 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, application and industry vertical.

Breakup by Component:

Solution
Service

Breakup by Deployment Mode:

On-premises
Cloud-based

Breakup by Organization Size:

Large Enterprises
Small and Medium Enterprises

Breakup by Application:

Financial Performance
Sales and Marketing Performance
IT Operations Performance
Supply Chain Performance
Employee Performance
Others

Breakup by Industry Vertical:

BFSI
IT and Telecom
Retail

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Government and Defense
Healthcare
Manufacturing
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 International Business Machines Corporation, Microsoft Corporation, Optymyze, Oracle Corporation, Prophix Software Inc., SAP SE, SAS Institute Inc., Servicenow Inc., Siemens AG, Workday Inc. and Xactly Corporation.
Key Questions Answered in This Report
1. How big is the global performance analytics market?
2. What is the expected growth rate of the global performance analytics market during 2023-2028?
3. What are the key factors driving the global performance analytics market?

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4. What has been the impact of COVID-19 on the global performance analytics market?
5. What is the breakup of the global performance analytics market based on the component?
6. What is the breakup of the global performance analytics market based on the deployment mode?
7. What is the breakup of the global performance analytics market based on the organization size?
8. What is the breakup of the global performance analytics market based on the application?
9. What is the breakup of the global performance analytics market based on the industry vertical?
10. What are the key regions in the global performance analytics market?
11. Who are the key players/companies in the global performance analytics market?

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