

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

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Abstracts

The global telecom analytics market size reached US\$ 4.4 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 10.1 Billion by 2027, exhibiting a growth rate (CAGR) of 15.1% during 2022-2027.

Telecom analytics refers to an intelligence process that enables communication service providers (CSPs) to examine data and develop valuable insights. It assists in designing competitive packages, communicating with customers, configuring the network to deliver reliable services, and monitoring the quality of experience. It also aids in improving profitability, enhancing customer satisfaction, and boosting efficiency. Moreover, it relies on forecasting and optimization, multidimensional analyses and descriptive and predictive modeling to enable smarter networks and extend network functionality. As a result, it is gaining traction around the world.

Telecom Analytics Market Trends:

The rising amount of telecom data across the globe represents one of the primary factors strengthening the market growth. Additionally, telecom analytics solutions minimize churn, prevent revenue loss, improve the quality of customer services, and reduce the marketing and sales cost. Consequently, there is a considerable increase in the need for reducing churn as it severely impacts the business and lowers its reputation. These solutions also enable carriers to gain insights from subscriber usage data, comprehend their behavior patterns and facilitate the opportunity for cross-selling and up-selling. As a result, telecom companies are increasingly relying on telecom analytics solutions around the world. Moreover, telecom analytics helps in identifying the limitations, reducing risk, making suitable decisions, and increasing revenue growth. This, in confluence with the escalating need for streamlining business operations that

impact the revenue, is acting as another growth-inducing factor. Furthermore, leading players are utilizing technologies, including the Internet of Things (IoT), big data, and data science that provides revenue maximization, customer understanding and cost-efficiency, which is creating a favorable market outlook. Other significant factors, including growing network attacks and online data security threats and considerable advancements in information technology (IT) infrastructure, are driving the market.

Key Market Segmentation:

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

Breakup by Component:

- Solution
- Services

Breakup by Deployment Mode:

- Cloud-based
- On-premises

Breakup by Organization Size:

- Large Enterprises
- Small and Medium-sized Enterprises

Breakup by Application:

- Customer Management
- Network Management
- Sales and Marketing Management
- Risk and Compliance Management
- 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 Accenture plc, Adobe Inc., Cisco Systems Inc., Dell Technologies Inc., International Business Machines Corporation, Oracle Corporation, SAP SE, SAS Institute, Sisense Inc., Tableau Software (Salesforce.com Inc.), Teradata Corporation and TIBCO Software Inc.

Key Questions Answered in This Report:

How has the global telecom 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 telecom analytics market?
What are the key regional markets?
What is the breakup of the market based on the component?
What is the breakup of the market based on the deployment mode?
What is the breakup of the market based on the organization size?

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

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 telecom analytics market and who are the key players?

What is the degree of competition in the industry?

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