

North America Business Intelligence Market Forecast 2017-2024

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Abstracts

KEY FINDINGS

North America holds the largest market share i.e. approx. 45% of the total global business intelligence market. The high adoption rate of cloud-based Business intelligence and the existence of key market players in the region are the major reasons for this large market share.

Business Intelligence (BI) is the processes, technologies, and tools needed to turn data into information, information into knowledge, and knowledge into plans that drive profitable business action. Business intelligence encompasses data warehousing, business analytic tools, and content or knowledge management.

The global business intelligence market is expected to grow at a CAGR of around 9.50 % during the forecast period of 2017-2024 and is likely to generate more revenue by 2024. Business Intelligence (BI) is a process of analyzing large volumes of data to enhance business performance by providing end users such as corporate executives and business managers to take more informed business decisions.

MARKET INSIGHTS

The market drivers for Business Intelligence Market are rapid changes in business environments, the integration of information and stakeholder's demands for better performance management. Other factors like need customer analytics, the rapid growth of enterprise resource planning (ERP) and predictive analytics market increasing efficiency also drive the Business Intelligence Market growth.

The market restraints for Business Intelligence Market are the cost of Implementation, the resistance of adaptation and lack of organizational capabilities. The Global Business Intelligence Market is predicted to grow during the forecast period of 2017-2024.

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