

Europe Embedded Analytics Market (2017 - 2023)

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Abstracts

The Embedded Analytics Market is expected to grow at a CAGR of 13.4% during the forecast period. The seamless integration of embedded analytics allows enterprises to easily gain access into Business Intelligence (BI) tools even while conducting routine tasks, as a result, decision-making process becomes easier and much more effective. Embedded analytics is the seamless integration of analytic content and capabilities into business process applications. The platform offers relevant information and analytical tools which are specifically designed to help users in working smartly and more efficiently with applications that are used on a daily basis.

The leading factors driving the market growth are emergence of big data and Internet of Technology (IoT) growing adoption of mobile devices and cloud technology, and growing need to integrate data analytics with business applications to achieve optimum performance.

Based on Deployment Mode, the market is segmented into Cloud Based and On-Premise. Based on Business Applications, the market is segmented into Sales & Marketing, Finance, Operations, and Human Resource. Based on Analytics Tool, the market is segmented into Dashboard & Data Visualization, Reporting, Self-Service Tools, and Others. Based on Vertical, the market is segmented into BFSI, Government, Energy & Utilities, Healthcare, Manufacturing, Retail, Telecom & IT, and Others.

Based on country, Europe Embedded Analytics market is segmented into Germany, UK, France, Russia, Spain, Italy and Rest of Europe. Germany remained the dominant country in the Europe Embedded Analytics market in 2016.

The report covers the analysis of key stake holders of the Embedded Analytics market. Key companies profiled in the report include IBM Corporation, Infor, Inc. (Birst, Inc.), Information Builders, Logi Analytics, Inc., Microsoft Corporation, Microstrategy

Incorporated, Open Text Corporation, Qlik Technologies Inc., SAP SE, and
TIBCO (The Information Bus Company) Software Inc.

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