

Global Embedded Analytics Market (2017 - 2023)

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Abstracts

The Embedded Analytics Market is expected to reach market size of \$59.8 billion by 2023, growing at a CAGR of 14.3% during the forecast period. Embedded Analytics technology is an integration of data analytics into business applications, including customer relationship management (CRM), marketing automation, enterprise resource planning (ERP), and financial systems. 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.

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 region, Embedded Analytics market is segmented into North America (US, Canada, Mexico and Rest of North America), Europe (Germany, UK, France, Russia, Spain, Italy and Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Singapore, Malaysia and Rest of Asia-Pacific) and Latin America, Middle East & Africa. North America remained the dominant region in the global Embedded Analytics market in 2016. Asia-Pacific would witness promising CAGR during the forecast period (2017-2023).

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.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Global Embedded Analytics Market, by Deployment Modes
 - 1.4.2 Global Embedded Analytics Market, by Business Applications
 - 1.4.3 Global Embedded Analytics Market, by Analytics Tools
 - 1.4.4 Global Embedded Analytics Market, by Verticals
 - 1.4.5 Global Embedded Analytics Market, by Geographies
- 1.5 Methodology for the research

CHAPTER 2. EXECUTIVE SUMMARY

CHAPTER 3. MARKET OVERVIEW

- 3.1 Introduction
 - 3.1.1 Segmental Highlights
 - 3.1.1.1 Embedded Analytics Market By Deployment Model
 - 3.1.1.2 Embedded Analytics Market By Business Applications
 - 3.1.1.3 Embedded Analytics Market By Analytical Tools
 - 3.1.1.4 Embedded Analytics Market By Verticals
 - 3.1.1.5 Embedded Analytics Market By Geography
- 3.2 Drivers, Restraints and Opportunities
 - 3.2.1 Market Drivers
 - 3.2.2 Market Restraints

CHAPTER 4. GLOBAL EMBEDDED ANALYTICS MARKET

- 4.1 Global Embedded Analytics Market by Deployment Mode
 - 4.1.1 Global Embedded Analytics Cloud based Market by Region
 - 4.1.2 Global Embedded Analytics On-Premise Market by Region

CHAPTER 5. GLOBAL EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION

5.1 Introduction

- 5.1.1 Global Sales & Marketing Embedded Analytics Market by Region
- 5.1.2 Global Finance Embedded Analytics Market by Region
- 5.1.3 Global Operations Embedded Analytics Market by Region
- 5.1.4 Global Human Resource Embedded Analytics Market by Region

CHAPTER 6. GLOBAL EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL

6.1 Introduction

- 6.1.1 Global Dashboard & Data Visualization Embedded Analytics Market by Region
- 6.1.2 Global Reporting Embedded Analytics Market by Region
- 6.1.3 Global Self-Service Tools Embedded Analytics Market by Region
- 6.1.4 Global Others Embedded Analytics Market by Region

CHAPTER 7. GLOBAL EMBEDDED ANALYTICS MARKET BY VERTICAL

7.1 Introduction

- 7.1.1 Global Embedded Analytics in BFSI Market by Region
- 7.1.2 Global Embedded Analytics in Government Market by Region
- 7.1.3 Global Embedded Analytics in Energy & Utilities Market by Region
- 7.1.4 Global Embedded Analytics in Healthcare Market by Region
- 7.1.5 Global Embedded Analytics in Manufacturing Market by Region
- 7.1.6 Global Embedded Analytics in Retail Market by Region
- 7.1.7 Global Embedded Analytics in Telecom & IT Market by Region
- 7.1.8 Global Embedded Analytics in Others Market by Region

CHAPTER 8. GLOBAL EMBEDDED ANALYTICS MARKET BY REGION

8.1 Introduction

8.2 North America Embedded Analytics Market

- 8.2.1 North America Embedded Analytics Market by Deployment Mode
 - 8.2.1.1 North America Embedded Analytics Cloud based Market by Country
 - 8.2.1.2 North America Embedded Analytics On-Premise Market by Country
- 8.2.2 North America Embedded Analytics Market by Business Application
 - 8.2.2.1 North America Sales & Marketing Embedded Analytics Market by Country
 - 8.2.2.2 North America Finance Embedded Analytics Market by Country
 - 8.2.2.3 North America Operations Embedded Analytics Market by Country
 - 8.2.2.4 North America Human Resource Embedded Analytics Market by Country
- 8.2.3 North America Embedded Analytics Market by Analytics Tool

8.2.3.1 North America Dashboard & Data Visualization Embedded Analytics Market by Country

8.2.3.2 North America Reporting Embedded Analytics Market by Country

8.2.3.3 North America Self-Service Tools Embedded Analytics Market by Country

8.2.3.4 North America Others Embedded Analytics Market by Country

8.2.4 North America Embedded Analytics Market by Vertical

8.2.4.1 North America Embedded Analytics in BFSI Market by Country

8.2.4.2 North America Embedded Analytics in Government Market by Country

8.2.4.3 North America Embedded Analytics in Energy & Utilities Market by Country

8.2.4.4 North America Embedded Analytics in Healthcare Market by Country

8.2.4.5 North America Embedded Analytics in Manufacturing Market by Country

8.2.4.6 North America Embedded Analytics in Retail Market by Country

8.2.4.7 North America Embedded Analytics in Telecom & IT Market by Country

8.2.4.8 North America Embedded Analytics in Others Market by Country

8.2.5 North America Embedded Analytics Market by Country

8.2.5.1 US Embedded Analytics Market

8.2.5.1.1 US Embedded Analytics Market by Deployment Mode

8.2.5.1.2 US Embedded Analytics Market by Business Application

8.2.5.1.3 US Embedded Analytics Market by Analytics Tool

8.2.5.1.4 US Embedded Analytics Market by Vertical

8.2.5.2 Canada Embedded Analytics Market

8.2.5.2.1 Canada Embedded Analytics Market by Deployment Mode

8.2.5.2.2 Canada Embedded Analytics Market by Business Application

8.2.5.2.3 Canada Embedded Analytics Market by Analytics Tool

8.2.5.2.4 Canada Embedded Analytics Market by Vertical

8.2.5.3 Mexico Embedded Analytics Market

8.2.5.3.1 Mexico Embedded Analytics Market by Deployment Mode

8.2.5.3.2 Mexico Embedded Analytics Market by Business Application

8.2.5.3.3 Mexico Embedded Analytics Market by Analytics Tool

8.2.5.3.4 Mexico Embedded Analytics Market by Vertical

8.2.5.4 Rest of North America Embedded Analytics Market

8.2.5.4.1 Rest of North America Embedded Analytics Market by Deployment Mode

8.2.5.4.2 Rest of North America Embedded Analytics Market by Business

Application

8.2.5.4.3 Rest of North America Embedded Analytics Market by Analytics Tool

8.2.5.4.4 Rest of North America Embedded Analytics Market by Vertical

8.3 Europe Embedded Analytics Market

8.3.1 Europe Embedded Analytics Market by Deployment Mode

8.3.1.1 Europe Embedded Analytics Cloud based Market by Country

- 8.3.1.2 Europe Embedded Analytics On-Premise Market by Country
- 8.3.2 Europe Embedded Analytics Market by Business Application
 - 8.3.2.1 Europe Sales & Marketing Embedded Analytics Market by Country
 - 8.3.2.2 Europe Finance Embedded Analytics Market by Country
 - 8.3.2.3 Europe Operations Embedded Analytics Market by Country
 - 8.3.2.4 Europe Human Resource Embedded Analytics Market by Country
- 8.3.3 Europe Embedded Analytics Market by Analytics Tool
 - 8.3.3.1 Europe Dashboard & Data Visualization Embedded Analytics Market by Country
 - 8.3.3.2 Europe Reporting Embedded Analytics Market by Country
 - 8.3.3.3 Europe Self-Service Tools Embedded Analytics Market by Country
 - 8.3.3.4 Europe Others Embedded Analytics Market by Country
- 8.3.4 Europe Embedded Analytics Market by Vertical
 - 8.3.4.1 Europe Embedded Analytics in BFSI Market by Country
 - 8.3.4.2 Europe Embedded Analytics in Government Market by Country
 - 8.3.4.3 Europe Embedded Analytics in Energy & Utilities Market by Country
 - 8.3.4.4 Europe Embedded Analytics in Healthcare Market by Country
 - 8.3.4.5 Europe Embedded Analytics in Manufacturing Market by Country
 - 8.3.4.6 Europe Embedded Analytics in Retail Market by Country
 - 8.3.4.7 Europe Embedded Analytics in Telecom & IT Market by Country
 - 8.3.4.8 Europe Embedded Analytics in Others Market by Country
- 8.3.5 Europe Embedded Analytics Market by Country
 - 8.3.5.1 Germany Embedded Analytics Market
 - 8.3.5.1.1 Germany Embedded Analytics Market by Deployment Mode
 - 8.3.5.1.2 Germany Embedded Analytics Market by Business Application
 - 8.3.5.1.3 Germany Embedded Analytics Market by Analytics Tool
 - 8.3.5.1.4 Germany Embedded Analytics Market by Vertical
 - 8.3.5.2 UK Embedded Analytics Market
 - 8.3.5.2.1 UK Embedded Analytics Market by Deployment Mode
 - 8.3.5.2.2 UK Embedded Analytics Market by Business Application
 - 8.3.5.2.3 UK Embedded Analytics Market by Analytics Tool
 - 8.3.5.2.4 UK Embedded Analytics Market by Vertical
 - 8.3.5.3 France Embedded Analytics Market
 - 8.3.5.3.1 France Embedded Analytics Market by Deployment Mode
 - 8.3.5.3.2 France Embedded Analytics Market by Business Application
 - 8.3.5.3.3 France Embedded Analytics Market by Analytics Tool
 - 8.3.5.3.4 France Embedded Analytics Market by Vertical
 - 8.3.5.4 Russia Embedded Analytics Market
 - 8.3.5.4.1 Russia Embedded Analytics Market by Deployment Mode

- 8.3.5.4.2 Russia Embedded Analytics Market by Business Application
- 8.3.5.4.3 Russia Embedded Analytics Market by Analytics Tool
- 8.3.5.4.4 Russia Embedded Analytics Market by Vertical
- 8.3.5.5 Spain Embedded Analytics Market
 - 8.3.5.5.1 Spain Embedded Analytics Market by Deployment Mode
 - 8.3.5.5.2 Spain Embedded Analytics Market by Business Application
 - 8.3.5.5.3 Spain Embedded Analytics Market by Analytics Tool
 - 8.3.5.5.4 Spain Embedded Analytics Market by Vertical
- 8.3.5.6 Italy Embedded Analytics Market
 - 8.3.5.6.1 Italy Embedded Analytics Market by Deployment Mode
 - 8.3.5.6.2 Italy Embedded Analytics Market by Business Application
 - 8.3.5.6.3 Italy Embedded Analytics Market by Analytics Tool
 - 8.3.5.6.4 Italy Embedded Analytics Market by Vertical
- 8.3.5.7 Rest of Europe Embedded Analytics Market
 - 8.3.5.7.1 Rest of Europe Embedded Analytics Market by Deployment Mode
 - 8.3.5.7.2 Rest of Europe Embedded Analytics Market by Business Application
 - 8.3.5.7.3 Rest of Europe Embedded Analytics Market by Analytics Tool
 - 8.3.5.7.4 Rest of Europe Embedded Analytics Market by Vertical
- 8.4 Asia Pacific Embedded Analytics Market
 - 8.4.1 Asia Pacific Embedded Analytics Market by Deployment Mode
 - 8.4.1.1 Asia Pacific Embedded Analytics Cloud based Market by Country
 - 8.4.1.2 Asia Pacific Embedded Analytics On-Premise Market by Country
 - 8.4.2 Asia Pacific Embedded Analytics Market by Business Application
 - 8.4.2.1 Asia Pacific Sales & Marketing Embedded Analytics Market by Country
 - 8.4.2.2 Asia Pacific Finance Embedded Analytics Market by Country
 - 8.4.2.3 Asia Pacific Operations Embedded Analytics Market by Country
 - 8.4.2.4 Asia Pacific Human Resource Embedded Analytics Market by Country
 - 8.4.3 Asia Pacific Embedded Analytics Market by Analytics Tool
 - 8.4.3.1 Asia Pacific Dashboard & Data Visualization Embedded Analytics Market by Country
 - 8.4.3.2 Asia Pacific Reporting Embedded Analytics Market by Country
 - 8.4.3.3 Asia Pacific Self-Service Tools Embedded Analytics Market by Country
 - 8.4.3.4 Asia Pacific Others Embedded Analytics Market by Country
 - 8.4.4 Asia Pacific Embedded Analytics Market by Vertical
 - 8.4.4.1 Asia Pacific Embedded Analytics in BFSI Market by Country
 - 8.4.4.2 Asia Pacific Embedded Analytics in Government Market by Country
 - 8.4.4.3 Asia Pacific Embedded Analytics in Energy & Utilities Market by Country
 - 8.4.4.4 Asia Pacific Embedded Analytics in Healthcare Market by Country
 - 8.4.4.5 Asia Pacific Embedded Analytics in Manufacturing Market by Country

- 8.4.4.6 Asia Pacific Embedded Analytics in Retail Market by Country
- 8.4.4.7 Asia Pacific Embedded Analytics in Telecom & IT Market by Country
- 8.4.4.8 Asia Pacific Embedded Analytics in Others Market by Country
- 8.4.5 Asia Pacific Embedded Analytics Market by Country
 - 8.4.5.1 China Embedded Analytics Market
 - 8.4.5.1.1 China Embedded Analytics Market by Deployment Mode
 - 8.4.5.1.2 China Embedded Analytics Market by Business Application
 - 8.4.5.1.3 China Embedded Analytics Market by Analytics Tool
 - 8.4.5.1.4 China Embedded Analytics Market by Vertical
 - 8.4.5.2 Japan Embedded Analytics Market
 - 8.4.5.2.1 Japan Embedded Analytics Market by Deployment Mode
 - 8.4.5.2.2 Japan Embedded Analytics Market by Business Application
 - 8.4.5.2.3 Japan Embedded Analytics Market by Analytics Tool
 - 8.4.5.2.4 Japan Embedded Analytics Market by Vertical
 - 8.4.5.3 India Embedded Analytics Market
 - 8.4.5.3.1 India Embedded Analytics Market by Deployment Mode
 - 8.4.5.3.2 India Embedded Analytics Market by Business Application
 - 8.4.5.3.3 India Embedded Analytics Market by Analytics Tool
 - 8.4.5.3.4 India Embedded Analytics Market by Vertical
 - 8.4.5.4 South Korea Embedded Analytics Market
 - 8.4.5.4.1 South Korea Embedded Analytics Market by Deployment Mode
 - 8.4.5.4.2 South Korea Embedded Analytics Market by Business Application
 - 8.4.5.4.3 South Korea Embedded Analytics Market by Analytics Tool
 - 8.4.5.4.4 South Korea Embedded Analytics Market by Vertical
 - 8.4.5.5 Singapore Embedded Analytics Market
 - 8.4.5.5.1 Singapore Embedded Analytics Market by Deployment Mode
 - 8.4.5.5.2 Singapore Embedded Analytics Market by Business Application
 - 8.4.5.5.3 Singapore Embedded Analytics Market by Analytics Tool
 - 8.4.5.5.4 Singapore Embedded Analytics Market by Vertical
 - 8.4.5.6 Malaysia Embedded Analytics Market
 - 8.4.5.6.1 Malaysia Embedded Analytics Market by Deployment Mode
 - 8.4.5.6.2 Malaysia Embedded Analytics Market by Business Application
 - 8.4.5.6.3 Malaysia Embedded Analytics Market by Analytics Tool
 - 8.4.5.6.4 Malaysia Embedded Analytics Market by Vertical
 - 8.4.5.7 Rest of Asia Pacific Embedded Analytics Market
 - 8.4.5.7.1 Rest of Asia Pacific Embedded Analytics Market by Deployment Mode
 - 8.4.5.7.2 Rest of Asia Pacific Embedded Analytics Market by Business Application
 - 8.4.5.7.3 Rest of Asia Pacific Embedded Analytics Market by Analytics Tool
 - 8.4.5.7.4 Rest of Asia Pacific Embedded Analytics Market by Vertical

8.5 LAMEA Embedded Analytics Market

8.5.1 LAMEA Embedded Analytics Market by Deployment Mode

8.5.1.1 LAMEA Embedded Analytics Cloud based Market by Country

8.5.1.2 LAMEA Embedded Analytics On-Premise Market by Country

8.5.2 LAMEA Embedded Analytics Market by Business Application

8.5.2.1 LAMEA Sales & Marketing Embedded Analytics Market by Country

8.5.2.2 LAMEA Finance Embedded Analytics Market by Country

8.5.2.3 LAMEA Operations Embedded Analytics Market by Country

8.5.2.4 LAMEA Human Resource Embedded Analytics Market by Country

8.5.3 LAMEA Embedded Analytics Market by Analytics Tool

8.5.3.1 LAMEA Dashboard & Data Visualization Embedded Analytics Market by Country

8.5.3.2 LAMEA Reporting Embedded Analytics Market by Country

8.5.3.3 LAMEA Self-Service Tools Embedded Analytics Market by Country

8.5.3.4 LAMEA Others Embedded Analytics Market by Country

8.5.4 LAMEA Embedded Analytics Market by Vertical

8.5.4.1 LAMEA Embedded Analytics in BFSI Market by Country

8.5.4.2 LAMEA Embedded Analytics in Government Market by Country

8.5.4.3 LAMEA Embedded Analytics in Energy & Utilities Market by Country

8.5.4.4 LAMEA Embedded Analytics in Healthcare Market by Country

8.5.4.5 LAMEA Embedded Analytics in Manufacturing Market by Country

8.5.4.6 LAMEA Embedded Analytics in Retail Market by Country

8.5.4.7 LAMEA Embedded Analytics in Telecom & IT Market by Country

8.5.4.8 LAMEA Embedded Analytics in Others Market by Country

8.5.5 LAMEA Embedded Analytics Market by Country

8.5.5.1 Brazil Embedded Analytics Market

8.5.5.1.1 Brazil Embedded Analytics Market by Deployment Mode

8.5.5.1.2 Brazil Embedded Analytics Market by Business Application

8.5.5.1.3 Brazil Embedded Analytics Market by Analytics Tool

8.5.5.1.4 Brazil Embedded Analytics Market by Vertical

8.5.5.2 Argentina Embedded Analytics Market

8.5.5.2.1 Argentina Embedded Analytics Market by Deployment Mode

8.5.5.2.2 Argentina Embedded Analytics Market by Business Application

8.5.5.2.3 Argentina Embedded Analytics Market by Analytics Tool

8.5.5.2.4 Argentina Embedded Analytics Market by Vertical

8.5.5.3 UAE Embedded Analytics Market

8.5.5.3.1 UAE Embedded Analytics Market by Deployment Mode

8.5.5.3.2 UAE Embedded Analytics Market by Business Application

8.5.5.3.3 UAE Embedded Analytics Market by Analytics Tool

- 8.5.5.3.4 UAE Embedded Analytics Market by Vertical
- 8.5.5.4 Saudi Arabia Embedded Analytics Market
 - 8.5.5.4.1 Saudi Arabia Embedded Analytics Market by Deployment Mode
 - 8.5.5.4.2 Saudi Arabia Embedded Analytics Market by Business Application
 - 8.5.5.4.3 Saudi Arabia Embedded Analytics Market by Analytics Tool
 - 8.5.5.4.4 Saudi Arabia Embedded Analytics Market by Vertical
- 8.5.5.5 South Africa Embedded Analytics Market
 - 8.5.5.5.1 South Africa Embedded Analytics Market by Deployment Mode
 - 8.5.5.5.2 South Africa Embedded Analytics Market by Business Application
 - 8.5.5.5.3 South Africa Embedded Analytics Market by Analytics Tool
 - 8.5.5.5.4 South Africa Embedded Analytics Market by Vertical
- 8.5.5.6 Nigeria Embedded Analytics Market
 - 8.5.5.6.1 Nigeria Embedded Analytics Market by Deployment Mode
 - 8.5.5.6.2 Nigeria Embedded Analytics Market by Business Application
 - 8.5.5.6.3 Nigeria Embedded Analytics Market by Analytics Tool
 - 8.5.5.6.4 Nigeria Embedded Analytics Market by Vertical
- 8.5.5.7 Rest of LAMEA Embedded Analytics Market
 - 8.5.5.7.1 Rest of LAMEA Embedded Analytics Market by Deployment Mode
 - 8.5.5.7.2 Rest of LAMEA Embedded Analytics Market by Business Application
 - 8.5.5.7.3 Rest of LAMEA Embedded Analytics Market by Analytics Tool
 - 8.5.5.7.4 Rest of LAMEA Embedded Analytics Market by Vertical

CHAPTER 9. COMPETITIVE STUDY

- 9.1 KBV Cardinal Matrix
- 9.2 Recent Industry Wide Strategic Developments
 - 9.2.1 Product Launches
 - 9.2.2 Partnerships, Collaborations and Agreements

CHAPTER 10. COMPANY PROFILES

- 10.1 IBM Corporation
 - 10.1.1 Company Overview
 - 10.1.2 Financial Analysis
 - 10.1.3 Segmental and Regional Analysis
 - 10.1.4 Research & Development Expense
 - 10.1.5 Strategies at a Glance
 - 10.1.5.1 Product Launch
 - 10.1.5.2 Partnerships, Collaborations and Agreements

- 10.2 Infor, Inc. (Birst, Inc.)
 - 10.2.1 Company Overview
 - 10.2.2 Financial Analysis
 - 10.2.3 Segmental and Regional Analysis
 - 10.2.4 Research & Development Expense
 - 10.2.5 Strategies at a Glance
 - 10.2.5.1 Product Launch
 - 10.2.5.2 Partnerships, Collaborations and Agreements
- 10.3 Information Builders
 - 10.3.1 Company Overview
 - 10.3.2 Strategies at a Glance
 - 10.3.2.1 Product Launch
 - 10.3.2.2 Partnerships, Collaborations and Agreements
- 10.4 Logi Analytics, Inc.
 - 10.4.1 Company Overview
- 10.5 Microsoft Corporation
 - 10.5.1 Company Overview
 - 10.5.2 Financial Analysis
 - 10.5.3 Segmental and Regional Analysis
 - 10.5.4 Research & Development Expense
- 10.6 Microstrategy Incorporated
 - 10.6.1 Company Overview
 - 10.6.2 Financial Analysis
 - 10.6.3 Regional Analysis
 - 10.6.4 Research & Development Expense
 - 10.6.5 Strategies at a Glance
 - 10.6.5.1 Product Launch
 - 10.6.5.2 Partnerships, Collaborations and Agreements
- 10.7 Open Text Corporation
 - 10.7.1 Company Overview
 - 10.7.2 Financial Analysis
 - 10.7.3 Regional Analysis
 - 10.7.4 Research & Development Expense
- 10.8 Qlik Technologies Inc.
 - 10.8.1 Company Overview
 - 10.8.2 Financial Analysis
 - 10.8.3 Regional Analysis
 - 10.8.4 Research & Development Expense
- 10.9 SAP SE

- 10.9.1 Company Overview
- 10.9.2 Financial Analysis
- 10.9.3 Segmental and Regional Analysis
- 10.9.4 Research & Development Expense
- 10.9.1 Strategies at a Glance
 - 10.9.1.1 Product Launch
 - 10.9.1.2 Partnerships, Collaborations and Agreements
- 10.1 TIBCO (The Information Bus Company) Software Inc.
 - 10.10.1 Company Overview

List Of Tables

LIST OF TABLES

Table 1 GLOBAL EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 2 GLOBAL EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 3 GLOBAL EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 4 GLOBAL EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 5 GLOBAL EMBEDDED ANALYTICS CLOUD BASED MARKET BY REGION, 2013 - 2016, USD MILLION

Table 6 GLOBAL EMBEDDED ANALYTICS CLOUD BASED MARKET BY REGION, 2017 - 2023, USD MILLION

Table 7 GLOBAL EMBEDDED ANALYTICS ON-PREMISE MARKET BY REGION, 2013 - 2016, USD MILLION

Table 8 GLOBAL EMBEDDED ANALYTICS ON-PREMISE MARKET BY REGION, 2017 - 2023, USD MILLION

Table 9 GLOBAL EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 10 GLOBAL EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 11 GLOBAL SALES & MARKETING EMBEDDED ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 12 GLOBAL SALES & MARKETING EMBEDDED ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 13 GLOBAL FINANCE EMBEDDED ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 14 GLOBAL FINANCE EMBEDDED ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 15 GLOBAL OPERATIONS EMBEDDED ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 16 GLOBAL OPERATIONS EMBEDDED ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 17 GLOBAL HUMAN RESOURCE EMBEDDED ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 18 GLOBAL HUMAN RESOURCE EMBEDDED ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 19 GLOBAL EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 -

2016, USD MILLION

Table 20 GLOBAL EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 21 GLOBAL DASHBOARD & DATA VISUALIZATION EMBEDDED ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 22 GLOBAL DASHBOARD & DATA VISUALIZATION EMBEDDED ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 23 GLOBAL REPORTING EMBEDDED ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 24 GLOBAL REPORTING EMBEDDED ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 25 GLOBAL SELF-SERVICE TOOLS EMBEDDED ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 26 GLOBAL SELF-SERVICE TOOLS EMBEDDED ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 27 GLOBAL OTHERS EMBEDDED ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 28 GLOBAL OTHERS EMBEDDED ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 29 GLOBAL EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 30 GLOBAL EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 31 GLOBAL EMBEDDED ANALYTICS IN BFSI MARKET BY REGION, 2013 - 2016, USD MILLION

Table 32 GLOBAL EMBEDDED ANALYTICS IN BFSI MARKET BY REGION, 2017 - 2023, USD MILLION

Table 33 GLOBAL EMBEDDED ANALYTICS IN GOVERNMENT MARKET BY REGION, 2013 - 2016, USD MILLION

Table 34 GLOBAL EMBEDDED ANALYTICS IN GOVERNMENT MARKET BY REGION, 2017 - 2023, USD MILLION

Table 35 GLOBAL EMBEDDED ANALYTICS IN ENERGY & UTILITIES MARKET BY REGION, 2013 - 2016, USD MILLION

Table 36 GLOBAL EMBEDDED ANALYTICS IN ENERGY & UTILITIES MARKET BY REGION, 2017 - 2023, USD MILLION

Table 37 GLOBAL EMBEDDED ANALYTICS IN HEALTHCARE MARKET BY REGION, 2013 - 2016, USD MILLION

Table 38 GLOBAL EMBEDDED ANALYTICS IN HEALTHCARE MARKET BY REGION, 2017 - 2023, USD MILLION

Table 39 GLOBAL EMBEDDED ANALYTICS IN MANUFACTURING MARKET BY REGION, 2013 - 2016, USD MILLION

Table 40 GLOBAL EMBEDDED ANALYTICS IN MANUFACTURING MARKET BY REGION, 2017 - 2023, USD MILLION

Table 41 GLOBAL EMBEDDED ANALYTICS IN RETAIL MARKET BY REGION, 2013 - 2016, USD MILLION

Table 42 GLOBAL EMBEDDED ANALYTICS IN RETAIL MARKET BY REGION, 2017 - 2023, USD MILLION

Table 43 GLOBAL EMBEDDED ANALYTICS IN TELECOM & IT MARKET BY REGION, 2013 - 2016, USD MILLION

Table 44 GLOBAL EMBEDDED ANALYTICS IN TELECOM & IT MARKET BY REGION, 2017 - 2023, USD MILLION

Table 45 GLOBAL EMBEDDED ANALYTICS IN OTHERS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 46 GLOBAL EMBEDDED ANALYTICS IN OTHERS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 47 GLOBAL EMBEDDED ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 48 GLOBAL EMBEDDED ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 49 NORTH AMERICA EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 50 NORTH AMERICA EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 51 NORTH AMERICA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 52 NORTH AMERICA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 53 NORTH AMERICA EMBEDDED ANALYTICS CLOUD BASED MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 54 NORTH AMERICA EMBEDDED ANALYTICS CLOUD BASED MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 55 NORTH AMERICA EMBEDDED ANALYTICS ON-PREMISE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 56 NORTH AMERICA EMBEDDED ANALYTICS ON-PREMISE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 57 NORTH AMERICA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 58 NORTH AMERICA EMBEDDED ANALYTICS MARKET BY BUSINESS

APPLICATION, 2017 - 2023, USD MILLION

Table 59 NORTH AMERICA SALES & MARKETING EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 60 NORTH AMERICA SALES & MARKETING EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 61 NORTH AMERICA FINANCE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 62 NORTH AMERICA FINANCE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 63 NORTH AMERICA OPERATIONS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 64 NORTH AMERICA OPERATIONS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 65 NORTH AMERICA HUMAN RESOURCE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 66 NORTH AMERICA HUMAN RESOURCE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 67 NORTH AMERICA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 68 NORTH AMERICA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 69 NORTH AMERICA DASHBOARD & DATA VISUALIZATION EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 70 NORTH AMERICA DASHBOARD & DATA VISUALIZATION EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 71 NORTH AMERICA REPORTING EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 72 NORTH AMERICA REPORTING EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 73 NORTH AMERICA SELF-SERVICE TOOLS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 74 NORTH AMERICA SELF-SERVICE TOOLS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 75 NORTH AMERICA OTHERS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 76 NORTH AMERICA OTHERS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 77 NORTH AMERICA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 78 NORTH AMERICA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 79 NORTH AMERICA EMBEDDED ANALYTICS IN BFSI MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 80 NORTH AMERICA EMBEDDED ANALYTICS IN BFSI MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 81 NORTH AMERICA EMBEDDED ANALYTICS IN GOVERNMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 82 NORTH AMERICA EMBEDDED ANALYTICS IN GOVERNMENT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 83 NORTH AMERICA EMBEDDED ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 84 NORTH AMERICA EMBEDDED ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 85 NORTH AMERICA EMBEDDED ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 86 NORTH AMERICA EMBEDDED ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 87 NORTH AMERICA EMBEDDED ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 88 NORTH AMERICA EMBEDDED ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 89 NORTH AMERICA EMBEDDED ANALYTICS IN RETAIL MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 90 NORTH AMERICA EMBEDDED ANALYTICS IN RETAIL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 91 NORTH AMERICA EMBEDDED ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 92 NORTH AMERICA EMBEDDED ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 93 NORTH AMERICA EMBEDDED ANALYTICS IN OTHERS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 94 NORTH AMERICA EMBEDDED ANALYTICS IN OTHERS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 95 NORTH AMERICA EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 96 NORTH AMERICA EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 97 US EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 98 US EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 99 US EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 100 US EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 101 US EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 102 US EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 103 US EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 104 US EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 105 US EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 106 US EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 107 CANADA EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 108 CANADA EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 109 CANADA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 110 CANADA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 111 CANADA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 112 CANADA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 113 CANADA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 114 CANADA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 115 CANADA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 116 CANADA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 117 MEXICO EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 118 MEXICO EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 119 MEXICO EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 120 MEXICO EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 121 MEXICO EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 122 MEXICO EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 123 MEXICO EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 124 MEXICO EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 125 MEXICO EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 126 MEXICO EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 127 REST OF NORTH AMERICA EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 128 REST OF NORTH AMERICA EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 129 REST OF NORTH AMERICA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 130 REST OF NORTH AMERICA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 131 REST OF NORTH AMERICA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 132 REST OF NORTH AMERICA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 133 REST OF NORTH AMERICA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 134 REST OF NORTH AMERICA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 135 REST OF NORTH AMERICA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 136 REST OF NORTH AMERICA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 137 EUROPE EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 138 EUROPE EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 139 EUROPE EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 140 EUROPE EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE,

2017 - 2023, USD MILLION

Table 141 EUROPE EMBEDDED ANALYTICS CLOUD BASED MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 142 EUROPE EMBEDDED ANALYTICS CLOUD BASED MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 143 EUROPE EMBEDDED ANALYTICS ON-PREMISE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 144 EUROPE EMBEDDED ANALYTICS ON-PREMISE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 145 EUROPE EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 146 EUROPE EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 147 EUROPE SALES & MARKETING EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 148 EUROPE SALES & MARKETING EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 149 EUROPE FINANCE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 150 EUROPE FINANCE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 151 EUROPE OPERATIONS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 152 EUROPE OPERATIONS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 153 EUROPE HUMAN RESOURCE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 154 EUROPE HUMAN RESOURCE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 155 EUROPE EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 156 EUROPE EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 157 EUROPE DASHBOARD & DATA VISUALIZATION EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 158 EUROPE DASHBOARD & DATA VISUALIZATION EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 159 EUROPE REPORTING EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 160 EUROPE REPORTING EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 161 EUROPE SELF-SERVICE TOOLS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 162 EUROPE SELF-SERVICE TOOLS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 163 EUROPE OTHERS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 164 EUROPE OTHERS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 165 EUROPE EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 166 EUROPE EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 167 EUROPE EMBEDDED ANALYTICS IN BFSI MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 168 EUROPE EMBEDDED ANALYTICS IN BFSI MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 169 EUROPE EMBEDDED ANALYTICS IN GOVERNMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 170 EUROPE EMBEDDED ANALYTICS IN GOVERNMENT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 171 EUROPE EMBEDDED ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 172 EUROPE EMBEDDED ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 173 EUROPE EMBEDDED ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 174 EUROPE EMBEDDED ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 175 EUROPE EMBEDDED ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 176 EUROPE EMBEDDED ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 177 EUROPE EMBEDDED ANALYTICS IN RETAIL MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 178 EUROPE EMBEDDED ANALYTICS IN RETAIL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 179 EUROPE EMBEDDED ANALYTICS IN TELECOM & IT MARKET BY

COUNTRY, 2013 - 2016, USD MILLION

Table 180 EUROPE EMBEDDED ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 181 EUROPE EMBEDDED ANALYTICS IN OTHERS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 182 EUROPE EMBEDDED ANALYTICS IN OTHERS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 183 EUROPE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 184 EUROPE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 185 GERMANY EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 186 GERMANY EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 187 GERMANY EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 188 GERMANY EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 189 GERMANY EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 190 GERMANY EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 191 GERMANY EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 192 GERMANY EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 193 GERMANY EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 194 GERMANY EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 195 UK EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 196 UK EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 197 UK EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 198 UK EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 199 UK EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 200 UK EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 201 UK EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 202 UK EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 203 UK EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 204 UK EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 205 FRANCE EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 206 FRANCE EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 207 FRANCE EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 208 FRANCE EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 209 FRANCE EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 210 FRANCE EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 211 FRANCE EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 212 FRANCE EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 213 FRANCE EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 214 FRANCE EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 215 RUSSIA EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 216 RUSSIA EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 217 RUSSIA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 218 RUSSIA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 219 RUSSIA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 220 RUSSIA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 221 RUSSIA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 222 RUSSIA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 -

2023, USD MILLION

Table 223 RUSSIA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 224 RUSSIA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 225 SPAIN EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 226 SPAIN EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 227 SPAIN EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 228 SPAIN EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 229 SPAIN EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 230 SPAIN EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 231 SPAIN EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 232 SPAIN EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 233 SPAIN EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 234 SPAIN EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 235 ITALY EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 236 ITALY EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 237 ITALY EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 238 ITALY EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 239 ITALY EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 240 ITALY EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 241 ITALY EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 242 ITALY EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 243 ITALY EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 244 ITALY EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 245 REST OF EUROPE EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 246 REST OF EUROPE EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 247 REST OF EUROPE EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 248 REST OF EUROPE EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 249 REST OF EUROPE EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 250 REST OF EUROPE EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 251 REST OF EUROPE EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 252 REST OF EUROPE EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 253 REST OF EUROPE EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 254 REST OF EUROPE EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 255 ASIA PACIFIC EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 256 ASIA PACIFIC EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 257 ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 258 ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 259 ASIA PACIFIC EMBEDDED ANALYTICS CLOUD BASED MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 260 ASIA PACIFIC EMBEDDED ANALYTICS CLOUD BASED MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 261 ASIA PACIFIC EMBEDDED ANALYTICS ON-PREMISE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 262 ASIA PACIFIC EMBEDDED ANALYTICS ON-PREMISE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 263 ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY BUSINESS

APPLICATION, 2013 - 2016, USD MILLION

Table 264 ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY BUSINESS

APPLICATION, 2017 - 2023, USD MILLION

Table 265 ASIA PACIFIC SALES & MARKETING EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 266 ASIA PACIFIC SALES & MARKETING EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 267 ASIA PACIFIC FINANCE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 268 ASIA PACIFIC FINANCE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 269 ASIA PACIFIC OPERATIONS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 270 ASIA PACIFIC OPERATIONS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 271 ASIA PACIFIC HUMAN RESOURCE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 272 ASIA PACIFIC HUMAN RESOURCE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 273 ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 274 ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 275 ASIA PACIFIC DASHBOARD & DATA VISUALIZATION EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 276 ASIA PACIFIC DASHBOARD & DATA VISUALIZATION EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 277 ASIA PACIFIC REPORTING EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 278 ASIA PACIFIC REPORTING EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 279 ASIA PACIFIC SELF-SERVICE TOOLS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 280 ASIA PACIFIC SELF-SERVICE TOOLS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 281 ASIA PACIFIC OTHERS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 282 ASIA PACIFIC OTHERS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 283 ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 284 ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 285 ASIA PACIFIC EMBEDDED ANALYTICS IN BFSI MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 286 ASIA PACIFIC EMBEDDED ANALYTICS IN BFSI MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 287 ASIA PACIFIC EMBEDDED ANALYTICS IN GOVERNMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 288 ASIA PACIFIC EMBEDDED ANALYTICS IN GOVERNMENT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 289 ASIA PACIFIC EMBEDDED ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 290 ASIA PACIFIC EMBEDDED ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 291 ASIA PACIFIC EMBEDDED ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 292 ASIA PACIFIC EMBEDDED ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 293 ASIA PACIFIC EMBEDDED ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 294 ASIA PACIFIC EMBEDDED ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 295 ASIA PACIFIC EMBEDDED ANALYTICS IN RETAIL MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 296 ASIA PACIFIC EMBEDDED ANALYTICS IN RETAIL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 297 ASIA PACIFIC EMBEDDED ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 298 ASIA PACIFIC EMBEDDED ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 299 ASIA PACIFIC EMBEDDED ANALYTICS IN OTHERS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 300 ASIA PACIFIC EMBEDDED ANALYTICS IN OTHERS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 301 ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 302 ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 -

2023, USD MILLION

Table 303 CHINA EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 304 CHINA EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 305 CHINA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 306 CHINA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 307 CHINA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 308 CHINA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 309 CHINA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 310 CHINA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 311 CHINA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 312 CHINA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 313 JAPAN EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 314 JAPAN EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 315 JAPAN EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 316 JAPAN EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 317 JAPAN EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 318 JAPAN EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 319 JAPAN EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 320 JAPAN EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 321 JAPAN EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 322 JAPAN EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 323 INDIA EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 324 INDIA EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

- Table 325 INDIA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION
- Table 326 INDIA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION
- Table 327 INDIA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION
- Table 328 INDIA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION
- Table 329 INDIA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION
- Table 330 INDIA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION
- Table 331 INDIA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION
- Table 332 INDIA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION
- Table 333 SOUTH KOREA EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION
- Table 334 SOUTH KOREA EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION
- Table 335 SOUTH KOREA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION
- Table 336 SOUTH KOREA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION
- Table 337 SOUTH KOREA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION
- Table 338 SOUTH KOREA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION
- Table 339 SOUTH KOREA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION
- Table 340 SOUTH KOREA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION
- Table 341 SOUTH KOREA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION
- Table 342 SOUTH KOREA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION
- Table 343 SINGAPORE EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION
- Table 344 SINGAPORE EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD

MILLION

Table 345 SINGAPORE EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 346 SINGAPORE EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 347 SINGAPORE EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 348 SINGAPORE EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 349 SINGAPORE EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 350 SINGAPORE EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 351 SINGAPORE EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 352 SINGAPORE EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 353 MALAYSIA EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 354 MALAYSIA EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 355 MALAYSIA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 356 MALAYSIA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 357 MALAYSIA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 358 MALAYSIA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 359 MALAYSIA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 360 MALAYSIA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 361 MALAYSIA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 362 MALAYSIA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 363 REST OF ASIA PACIFIC EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 364 REST OF ASIA PACIFIC EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

- Table 365 REST OF ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION
- Table 366 REST OF ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION
- Table 367 REST OF ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION
- Table 368 REST OF ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION
- Table 369 REST OF ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION
- Table 370 REST OF ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION
- Table 371 REST OF ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION
- Table 372 REST OF ASIA PACIFIC EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION
- Table 373 LAMEA EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION
- Table 374 LAMEA EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION
- Table 375 LAMEA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION
- Table 376 LAMEA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION
- Table 377 LAMEA EMBEDDED ANALYTICS CLOUD BASED MARKET BY COUNTRY, 2013 - 2016, USD MILLION
- Table 378 LAMEA EMBEDDED ANALYTICS CLOUD BASED MARKET BY COUNTRY, 2017 - 2023, USD MILLION
- Table 379 LAMEA EMBEDDED ANALYTICS ON-PREMISE MARKET BY COUNTRY, 2013 - 2016, USD MILLION
- Table 380 LAMEA EMBEDDED ANALYTICS ON-PREMISE MARKET BY COUNTRY, 2017 - 2023, USD MILLION
- Table 381 LAMEA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION
- Table 382 LAMEA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION
- Table 383 LAMEA SALES & MARKETING EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION
- Table 384 LAMEA SALES & MARKETING EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION
- Table 385 LAMEA FINANCE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013

- 2016, USD MILLION

Table 386 LAMEA FINANCE EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017

- 2023, USD MILLION

Table 387 LAMEA OPERATIONS EMBEDDED ANALYTICS MARKET BY COUNTRY,
2013 - 2016, USD MILLION

Table 388 LAMEA OPERATIONS EMBEDDED ANALYTICS MARKET BY COUNTRY,
2017 - 2023, USD MILLION

Table 389 LAMEA HUMAN RESOURCE EMBEDDED ANALYTICS MARKET BY
COUNTRY, 2013 - 2016, USD MILLION

Table 390 LAMEA HUMAN RESOURCE EMBEDDED ANALYTICS MARKET BY
COUNTRY, 2017 - 2023, USD MILLION

Table 391 LAMEA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 -
2016, USD MILLION

Table 392 LAMEA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 -
2023, USD MILLION

Table 393 LAMEA DASHBOARD & DATA VISUALIZATION EMBEDDED ANALYTICS
MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 394 LAMEA DASHBOARD & DATA VISUALIZATION EMBEDDED ANALYTICS
MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 395 LAMEA REPORTING EMBEDDED ANALYTICS MARKET BY COUNTRY,
2013 - 2016, USD MILLION

Table 396 LAMEA REPORTING EMBEDDED ANALYTICS MARKET BY COUNTRY,
2017 - 2023, USD MILLION

Table 397 LAMEA SELF-SERVICE TOOLS EMBEDDED ANALYTICS MARKET BY
COUNTRY, 2013 - 2016, USD MILLION

Table 398 LAMEA SELF-SERVICE TOOLS EMBEDDED ANALYTICS MARKET BY
COUNTRY, 2017 - 2023, USD MILLION

Table 399 LAMEA OTHERS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013
- 2016, USD MILLION

Table 400 LAMEA OTHERS EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017
- 2023, USD MILLION

Table 401 LAMEA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016,
USD MILLION

Table 402 LAMEA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023,
USD MILLION

Table 403 LAMEA EMBEDDED ANALYTICS IN BFSI MARKET BY COUNTRY, 2013 -
2016, USD MILLION

Table 404 LAMEA EMBEDDED ANALYTICS IN BFSI MARKET BY COUNTRY, 2017 -
2023, USD MILLION

Table 405 LAMEA EMBEDDED ANALYTICS IN GOVERNMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 406 LAMEA EMBEDDED ANALYTICS IN GOVERNMENT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 407 LAMEA EMBEDDED ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 408 LAMEA EMBEDDED ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 409 LAMEA EMBEDDED ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 410 LAMEA EMBEDDED ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 411 LAMEA EMBEDDED ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 412 LAMEA EMBEDDED ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 413 LAMEA EMBEDDED ANALYTICS IN RETAIL MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 414 LAMEA EMBEDDED ANALYTICS IN RETAIL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 415 LAMEA EMBEDDED ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 416 LAMEA EMBEDDED ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 417 LAMEA EMBEDDED ANALYTICS IN OTHERS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 418 LAMEA EMBEDDED ANALYTICS IN OTHERS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 419 LAMEA EMBEDDED ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 420 LAMEA EMBEDDED ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 421 BRAZIL EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 422 BRAZIL EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 423 BRAZIL EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 424 BRAZIL EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 425 BRAZIL EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION,

2013 - 2016, USD MILLION

Table 426 BRAZIL EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 427 BRAZIL EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 428 BRAZIL EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 429 BRAZIL EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 430 BRAZIL EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 431 ARGENTINA EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 432 ARGENTINA EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 433 ARGENTINA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 434 ARGENTINA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 435 ARGENTINA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 436 ARGENTINA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 437 ARGENTINA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 438 ARGENTINA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 439 ARGENTINA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 440 ARGENTINA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 441 UAE EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 442 UAE EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 443 UAE EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 444 UAE EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 445 UAE EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 446 UAE EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 447 UAE EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 448 UAE EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 449 UAE EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 450 UAE EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 451 SAUDI ARABIA EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 452 SAUDI ARABIA EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 453 SAUDI ARABIA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 454 SAUDI ARABIA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 455 SAUDI ARABIA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 456 SAUDI ARABIA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 457 SAUDI ARABIA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 458 SAUDI ARABIA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 459 SAUDI ARABIA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 460 SAUDI ARABIA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 461 SOUTH AFRICA EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 462 SOUTH AFRICA EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 463 SOUTH AFRICA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 464 SOUTH AFRICA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 465 SOUTH AFRICA EMBEDDED ANALYTICS MARKET BY BUSINESS

APPLICATION, 2013 - 2016, USD MILLION

Table 466 SOUTH AFRICA EMBEDDED ANALYTICS MARKET BY BUSINESS

APPLICATION, 2017 - 2023, USD MILLION

Table 467 SOUTH AFRICA EMBEDDED ANALYTICS MARKET BY ANALYTICS

TOOL, 2013 - 2016, USD MILLION

Table 468 SOUTH AFRICA EMBEDDED ANALYTICS MARKET BY ANALYTICS

TOOL, 2017 - 2023, USD MILLION

Table 469 SOUTH AFRICA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 470 SOUTH AFRICA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 471 NIGERIA EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 472 NIGERIA EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 473 NIGERIA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 474 NIGERIA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 475 NIGERIA EMBEDDED ANALYTICS MARKET BY BUSINESS

APPLICATION, 2013 - 2016, USD MILLION

Table 476 NIGERIA EMBEDDED ANALYTICS MARKET BY BUSINESS

APPLICATION, 2017 - 2023, USD MILLION

Table 477 NIGERIA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 478 NIGERIA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 479 NIGERIA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 480 NIGERIA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 481 REST OF LAMEA EMBEDDED ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 482 REST OF LAMEA EMBEDDED ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 483 REST OF LAMEA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2013 - 2016, USD MILLION

Table 484 REST OF LAMEA EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODE, 2017 - 2023, USD MILLION

Table 485 REST OF LAMEA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2013 - 2016, USD MILLION

Table 486 REST OF LAMEA EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATION, 2017 - 2023, USD MILLION

Table 487 REST OF LAMEA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2013 - 2016, USD MILLION

Table 488 REST OF LAMEA EMBEDDED ANALYTICS MARKET BY ANALYTICS TOOL, 2017 - 2023, USD MILLION

Table 489 REST OF LAMEA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 490 REST OF LAMEA EMBEDDED ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 491 PRODUCT LAUNCHES – EMBEDDED ANALYTICS MARKET

Table 492 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– EMBEDDED ANALYTICS MARKET

Table 493 KEY INFORMATION – IBM CORPORATION

Table 494 KEY INFORMATION – INFOR, INC. (BIRST, INC.)

Table 495 KEY INFORMATION – INFORMATION BUILDERS

Table 496 KEY INFORMATION – LOGI ANALYTICS, INC.

Table 497 KEY INFORMATION – MICROSOFT CORPORATION

Table 498 KEY INFORMATION – MICROSTRATEGY, INC.

Table 499 KEY INFORMATION – OPEN TEXT CORPORATION

Table 500 KEY INFORMATION – QLIK TECHNOLOGIES INC.

Table 501 KEY INFORMATION – SAP SE

Table 502 KEY INFORMATION- TIBCO (THE INFORMATION BUS COMPANY) SOFTWAREINC.

List Of Figures

LIST OF FIGURES

- Fig 1 EMBEDDED ANALYTICS MARKET BY DEPLOYMENT MODEL
- Fig 2 EMBEDDED ANALYTICS MARKET BY BUSINESS APPLICATIONS
- Fig 3 EMBEDDED ANALYTICS MARKET BY ANALYTICAL TOOLS
- Fig 4 EMBEDDED ANALYTICS MARKET BY VERTICALS
- Fig 5 EMBEDDED ANALYTICS MARKET BY GEOGRAPHY
- Fig 6 KBV CARDINAL MATRIX

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