

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.

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