

Global Predictive Analytics Market (2017 - 2023)

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Abstracts

The Global Predictive Analytics Market size is expected to reach \$13.8 billion by 2023, rising at a market growth of 21% CAGR during the forecast period. Growing business interest in advanced analytics for future estimations has been the fundamental factor that has driven the demand for predictive analytics solutions. Predictive analytics is the branch of advanced analytics and is used to make predictions about uncertain and unknown future events. Some of the uses of predictive analytics are data mining, statistics, modeling, machine learning, and artificial intelligence to analyze current data to make predictions about the future. The patterns found in historical and transactional data is used to identify risks and opportunities for the potential future. Predictive analytics models are used in many functions such as in assessing risk with set of conditions to assign a score, or weightage. The successful application of predictive analytics helps businesses to effectively interpret big data for business benefits.

Based on Types, the market report segments the market into Solution and Services. Solution type is further segmented into Risk Analytics, Sales Analytics, Supply Chain Analytics, Financial Analytics, Customer Analytics, Web & Social Media Analytics, Marketing Analytics, and Others. Services included in the report are Professional and Managed Services.

Based on Organization Sizes, the Global Predictive Analytics market is segment into Small & Medium Enterprises and Large Enterprises.

Based on Deployment Types, the market report segments the market into Cloud and On-Premise. Based on Verticals, the market is segmented into BSFI, Government, Business Function, Healthcare, Manufacturing, Retail, Telecom & IT, Transportation & Logistics, and Others.

Based on Regions, the Predictive Analytics market is segment into North America,

Europe, Asia Pacific, Latin America, Middle East and Africa.

The market research report covers the competition analysis of key stake holders of the Global Predictive Analytics Market. Key companies profiled in the report include International Business Machines (IBM) Corporation, Oracle Corporation, SAP SE, Microsoft Corporation, SAS Institute, Inc., Fair Isaac Corporation (FICO), NTT Data Corporation, Tableau Software, Inc., Tibco Software, Inc., and Rapidminer, 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 Predictive Analytics Market, by Types
 - 1.4.2 Global Predictive Analytics Market, by Organization Size
 - 1.4.3 Global Predictive Analytics Market, by Deployment Types
 - 1.4.4 Global Predictive Analytics Market, by Verticals
 - 1.4.5 Global Predictive 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 Analysis
 - 3.1.1.1 Market By Type
 - 3.1.1.1.1 Market By Services Type
 - 3.1.1.1.2 Market By Solution Type
 - 3.1.1.2 Market By Organization Size
 - 3.1.1.3 Market By Deployment Type
 - 3.1.1.4 Market By Vertical
 - 3.1.1.5 Market By Region
- 3.2 Drivers, and Restraints
 - 3.2.1 Market Drivers
 - 3.2.2 Market Restraints

CHAPTER 4. GLOBAL PREDICTIVE ANALYTICS MARKET

- 4.1 Global Predictive Analytics Market by Type
 - 4.1.1 Global Predictive Analytics Solution Market by Region
 - 4.1.2 Global Predictive Analytics Market by Solution Type
 - 4.1.2.1 Global Risk Analytics Solution Market by Region
 - 4.1.2.2 Global Sales Analytics Market by Region

- 4.1.2.3 Global Supply Chain Analytics Market by Region
- 4.1.2.4 Global Financial Analytics Market by Region
- 4.1.2.5 Global Customer Analytics Market by Region
- 4.1.2.6 Global Web & Social Media Analytics Market by Region
- 4.1.2.7 Global Marketing Analytics Market by Region
- 4.1.2.8 Global Other Solution Market by Region
- 4.1.3 Global Predictive Analytics Services Market by Region
- 4.1.4 Global Predictive Analytics Market by Service Type
 - 4.1.4.1 Global Predictive Analytics Professional Services Market by Region
 - 4.1.4.2 Global Predictive Analytics Managed Services Market by Region

CHAPTER 5. GLOBAL PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE

5.1 Introduction

- 5.1.1 Global Small & Medium Enterprises Predictive Analytics Market by Region
- 5.1.2 Global Large Enterprises Predictive Analytics Market by Region

CHAPTER 6. GLOBAL PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE

6.1 Introduction

- 6.1.1 Global Cloud Deployment Predictive Analytics Market by Region
- 6.1.2 Global On-Premise Deployment Predictive Analytics Market by Region

CHAPTER 7. GLOBAL PREDICTIVE ANALYTICS MARKET BY VERTICAL

7.1 Introduction

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

CHAPTER 8. GLOBAL PREDICTIVE ANALYTICS MARKET BY REGION

8.1 Introduction

8.2 North America Predictive Analytics Market

8.2.1 North America Predictive Analytics Market by Type

8.2.1.1 North America Predictive Analytics Solution Market by Country

8.2.1.2 North America Predictive Analytics Market by Solution Type

8.2.1.2.1 North America Risk Analytics Solution Market by Country

8.2.1.2.2 North America Sales Analytics Market by Country

8.2.1.2.3 North America Supply Chain Analytics Market by Country

8.2.1.2.4 North America Financial Analytics Market by Country

8.2.1.2.5 North America Customer Analytics Market by Country

8.2.1.2.6 North America Web & Social Media Analytics Market by Country

8.2.1.2.7 North America Marketing Analytics Market by Country

8.2.1.2.8 North America Other Solution Market by Country

8.2.1.3 North America Predictive Analytics Services Market by Country

8.2.1.4 North America Predictive Analytics Market by Service Type

8.2.1.4.1 North America Predictive Analytics Professional Services Market by Country

8.2.1.4.2 North America Predictive Analytics Managed Services Market by Country

8.2.2 North America Predictive Analytics Market by Organization Size

8.2.2.1 North America Small & Medium Enterprises Predictive Analytics Market by Country

8.2.2.2 North America Large Enterprises Predictive Analytics Market by Country

8.2.3 North America Predictive Analytics Market by Deployment Type

8.2.3.1 North America Cloud Deployment Predictive Analytics Market by Country

8.2.3.2 North America On-Premise Deployment Predictive Analytics Market by Country

8.2.4 North America Predictive Analytics Market by Vertical

8.2.4.1 North America Predictive Analytics in BFSI Market by Country

8.2.4.2 North America Predictive Analytics in Government Market by Country

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

8.2.4.4 North America Predictive Analytics in Healthcare Market by Country

8.2.4.5 North America Predictive Analytics in Manufacturing Market by Country

8.2.4.6 North America Predictive Analytics in Retail Market by Country

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

8.2.4.8 North America Predictive Analytics in Transportation & Logistics Market by Country

8.2.4.9 North America Predictive Analytics in Others Market by Country

8.2.5 North America Predictive Analytics Market by Country

8.2.5.1 US Predictive Analytics Market

8.2.5.1.1 US Predictive Analytics Market by Type

8.2.5.1.2 US Predictive Analytics Market by Organization Size

8.2.5.1.3 US Predictive Analytics Market by Deployment Type

8.2.5.1.4 US Predictive Analytics Market by Vertical

8.2.5.2 Canada Predictive Analytics Market

8.2.5.2.1 Canada Predictive Analytics Market by Type

8.2.5.2.2 Canada Predictive Analytics Market by Organization Size

8.2.5.2.3 Canada Predictive Analytics Market by Deployment Type

8.2.5.2.4 Canada Predictive Analytics Market by Vertical

8.2.5.3 Mexico Predictive Analytics Market

8.2.5.3.1 Mexico Predictive Analytics Market by Type

8.2.5.3.2 Mexico Predictive Analytics Market by Organization Size

8.2.5.3.3 Mexico Predictive Analytics Market by Deployment Type

8.2.5.3.4 Mexico Predictive Analytics Market by Vertical

8.2.5.4 Rest of North America Predictive Analytics Market

8.2.5.4.1 Rest of North America Predictive Analytics Market by Type

8.2.5.4.2 Rest of North America Predictive Analytics Market by Organization Size

8.2.5.4.3 Rest of North America Predictive Analytics Market by Deployment Type

8.2.5.4.4 Rest of North America Predictive Analytics Market by Vertical

8.3 Europe Predictive Analytics Market

8.3.1 Europe Predictive Analytics Market by Type

8.3.1.1 Europe Predictive Analytics Solution Market by Country

8.3.1.2 Europe Predictive Analytics Market by Solution Type

8.3.1.2.1 Europe Risk Analytics Solution Market by Country

8.3.1.2.2 Europe Sales Analytics Market by Country

8.3.1.2.3 Europe Supply Chain Analytics Market by Country

8.3.1.2.4 Europe Financial Analytics Market by Country

8.3.1.2.5 Europe Customer Analytics Market by Country

8.3.1.2.6 Europe Web & Social Media Analytics Market by Country

8.3.1.2.7 Europe Marketing Analytics Market by Country

8.3.1.2.8 Europe Other Solution Market by Country

8.3.1.3 Europe Predictive Analytics Services Market by Country

8.3.1.4 Europe Predictive Analytics Market by Service Type

8.3.1.4.1 Europe Predictive Analytics Professional Services Market by Country

8.3.1.4.2 Europe Predictive Analytics Managed Services Market by Country

8.3.2 Europe Predictive Analytics Market by Organization Size

8.3.2.1 Europe Small & Medium Enterprises Predictive Analytics Market by Country

8.3.2.2 Europe Large Enterprises Predictive Analytics Market by Country

- 8.3.3 Europe Predictive Analytics Market by Deployment Type
 - 8.3.3.1 Europe Cloud Deployment Predictive Analytics Market by Country
 - 8.3.3.2 Europe On-Premise Deployment Predictive Analytics Market by Country
- 8.3.4 Europe Predictive Analytics Market by Vertical
 - 8.3.4.1 Europe Predictive Analytics in BFSI Market by Country
 - 8.3.4.2 Europe Predictive Analytics in Government Market by Country
 - 8.3.4.3 Europe Predictive Analytics in Energy & Utilities Market by Country
 - 8.3.4.4 Europe Predictive Analytics in Healthcare Market by Country
 - 8.3.4.5 Europe Predictive Analytics in Manufacturing Market by Country
 - 8.3.4.6 Europe Predictive Analytics in Retail Market by Country
 - 8.3.4.7 Europe Predictive Analytics in Telecom & IT Market by Country
 - 8.3.4.8 Europe Predictive Analytics in Transportation & Logistics Market by Country
 - 8.3.4.9 Europe Predictive Analytics in Others Market by Country
- 8.3.5 Europe Predictive Analytics Market by Country
 - 8.3.5.1 Germany Predictive Analytics Market
 - 8.3.5.1.1 Germany Predictive Analytics Market by Type
 - 8.3.5.1.2 Germany Predictive Analytics Market by Organization Size
 - 8.3.5.1.3 Germany Predictive Analytics Market by Deployment Type
 - 8.3.5.1.4 Germany Predictive Analytics Market by Vertical
 - 8.3.5.2 UK Predictive Analytics Market
 - 8.3.5.2.1 UK Predictive Analytics Market by Type
 - 8.3.5.2.2 UK Predictive Analytics Market by Organization Size
 - 8.3.5.2.3 UK Predictive Analytics Market by Deployment Type
 - 8.3.5.2.4 UK Predictive Analytics Market by Vertical
 - 8.3.5.3 France Predictive Analytics Market
 - 8.3.5.3.1 France Predictive Analytics Market by Type
 - 8.3.5.3.2 France Predictive Analytics Market by Organization Size
 - 8.3.5.3.3 France Predictive Analytics Market by Deployment Type
 - 8.3.5.3.4 France Predictive Analytics Market by Vertical
 - 8.3.5.4 Russia Predictive Analytics Market
 - 8.3.5.4.1 Russia Predictive Analytics Market by Type
 - 8.3.5.4.2 Russia Predictive Analytics Market by Organization Size
 - 8.3.5.4.3 Russia Predictive Analytics Market by Deployment Type
 - 8.3.5.4.4 Russia Predictive Analytics Market by Vertical
 - 8.3.5.5 Spain Predictive Analytics Market
 - 8.3.5.5.1 Spain Predictive Analytics Market by Type
 - 8.3.5.5.2 Spain Predictive Analytics Market by Organization Size
 - 8.3.5.5.3 Spain Predictive Analytics Market by Deployment Type
 - 8.3.5.5.4 Spain Predictive Analytics Market by Vertical

8.3.5.6 Italy Predictive Analytics Market

8.3.5.6.1 Italy Predictive Analytics Market by Type

8.3.5.6.2 Italy Predictive Analytics Market by Organization Size

8.3.5.6.3 Italy Predictive Analytics Market by Deployment Type

8.3.5.6.4 Italy Predictive Analytics Market by Vertical

8.3.5.7 Rest of Europe Predictive Analytics Market

8.3.5.7.1 Rest of Europe Predictive Analytics Market by Type

8.3.5.7.2 Rest of Europe Predictive Analytics Market by Organization Size

8.3.5.7.3 Rest of Europe Predictive Analytics Market by Deployment Type

8.3.5.7.4 Rest of Europe Predictive Analytics Market by Vertical

8.4 Asia Pacific Predictive Analytics Market

8.4.1 Asia Pacific Predictive Analytics Market by Type

8.4.1.1 Asia Pacific Predictive Analytics Solution Market by Country

8.4.1.2 Asia Pacific Predictive Analytics Market by Solution Type

8.4.1.2.1 Asia Pacific Risk Analytics Solution Market by Country

8.4.1.2.2 Asia Pacific Sales Analytics Market by Country

8.4.1.2.3 Asia Pacific Supply Chain Analytics Market by Country

8.4.1.2.4 Asia Pacific Financial Analytics Market by Country

8.4.1.2.5 Asia Pacific Customer Analytics Market by Country

8.4.1.2.6 Asia Pacific Web & Social Media Analytics Market by Country

8.4.1.2.7 Asia Pacific Marketing Analytics Market by Country

8.4.1.2.8 Asia Pacific Other Solution Market by Country

8.4.1.3 Asia Pacific Predictive Analytics Services Market by Country

8.4.1.4 Asia Pacific Predictive Analytics Market by Service Type

8.4.1.4.1 Asia Pacific Predictive Analytics Professional Services Market by Country

8.4.1.4.2 Asia Pacific Predictive Analytics Managed Services Market by Country

8.4.2 Asia Pacific Predictive Analytics Market by Organization Size

8.4.2.1 Asia Pacific Small & Medium Enterprises Predictive Analytics Market by Country

8.4.2.2 Asia Pacific Large Enterprises Predictive Analytics Market by Country

8.4.3 Asia Pacific Predictive Analytics Market by Deployment Type

8.4.3.1 Asia Pacific Cloud Deployment Predictive Analytics Market by Country

8.4.3.2 Asia Pacific On-Premise Deployment Predictive Analytics Market by Country

8.4.4 Asia Pacific Predictive Analytics Market by Vertical

8.4.4.1 Asia Pacific Predictive Analytics in BFSI Market by Country

8.4.4.2 Asia Pacific Predictive Analytics in Government Market by Country

8.4.4.3 Asia Pacific Predictive Analytics in Energy & Utilities Market by Country

8.4.4.4 Asia Pacific Predictive Analytics in Healthcare Market by Country

8.4.4.5 Asia Pacific Predictive Analytics in Manufacturing Market by Country

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

8.4.5.7.3 Rest of Asia Pacific Predictive Analytics Market by Deployment Type

8.4.5.7.4 Rest of Asia Pacific Predictive Analytics Market by Vertical

8.5 LAMEA Predictive Analytics Market

8.5.1 LAMEA Predictive Analytics Market by Type

8.5.1.1 LAMEA Predictive Analytics Solution Market by Country

8.5.1.2 LAMEA Predictive Analytics Market by Solution Type

8.5.1.2.1 LAMEA Risk Analytics Solution Market by Country

8.5.1.2.2 LAMEA Sales Analytics Market by Country

8.5.1.2.3 LAMEA Supply Chain Analytics Market by Country

8.5.1.2.4 LAMEA Financial Analytics Market by Country

8.5.1.2.5 LAMEA Customer Analytics Market by Country

8.5.1.2.6 LAMEA Web & Social Media Analytics Market by Country

8.5.1.2.7 LAMEA Marketing Analytics Market by Country

8.5.1.2.8 LAMEA Other Solution Market by Country

8.5.1.3 LAMEA Predictive Analytics Services Market by Country

8.5.1.4 LAMEA Predictive Analytics Market by Service Type

8.5.1.4.1 LAMEA Predictive Analytics Professional Services Market by Country

8.5.1.4.2 LAMEA Predictive Analytics Managed Services Market by Country

8.5.2 LAMEA Predictive Analytics Market by Organization Size

8.5.2.1 LAMEA Small & Medium Enterprises Predictive Analytics Market by Country

8.5.2.2 LAMEA Large Enterprises Predictive Analytics Market by Country

8.5.3 LAMEA Predictive Analytics Market by Deployment Type

8.5.3.1 LAMEA Cloud Deployment Predictive Analytics Market by Country

8.5.3.2 LAMEA On-Premise Deployment Predictive Analytics Market by Country

8.5.4 LAMEA Predictive Analytics Market by Vertical

8.5.4.1 LAMEA Predictive Analytics in BFSI Market by Country

8.5.4.2 LAMEA Predictive Analytics in Government Market by Country

8.5.4.3 LAMEA Predictive Analytics in Energy & Utilities Market by Country

8.5.4.4 LAMEA Predictive Analytics in Healthcare Market by Country

8.5.4.5 LAMEA Predictive Analytics in Manufacturing Market by Country

8.5.4.6 LAMEA Predictive Analytics in Retail Market by Country

8.5.4.7 LAMEA Predictive Analytics in Telecom & IT Market by Country

8.5.4.8 LAMEA Predictive Analytics in Transportation & Logistics Market by Country

8.5.4.9 LAMEA Predictive Analytics in Others Market by Country

8.5.5 LAMEA Predictive Analytics Market by Country

8.5.5.1 Brazil Predictive Analytics Market

8.5.5.1.1 Brazil Predictive Analytics Market by Type

8.5.5.1.2 Brazil Predictive Analytics Market by Organization Size

8.5.5.1.3 Brazil Predictive Analytics Market by Deployment Type

- 8.5.5.1.4 Brazil Predictive Analytics Market by Vertical
- 8.5.5.2 Argentina Predictive Analytics Market
 - 8.5.5.2.1 Argentina Predictive Analytics Market by Type
 - 8.5.5.2.2 Argentina Predictive Analytics Market by Organization Size
 - 8.5.5.2.3 Argentina Predictive Analytics Market by Deployment Type
 - 8.5.5.2.4 Argentina Predictive Analytics Market by Vertical
- 8.5.5.3 UAE Predictive Analytics Market
 - 8.5.5.3.1 UAE Predictive Analytics Market by Type
 - 8.5.5.3.2 UAE Predictive Analytics Market by Organization Size
 - 8.5.5.3.3 UAE Predictive Analytics Market by Deployment Type
 - 8.5.5.3.4 UAE Predictive Analytics Market by Vertical
- 8.5.5.4 Saudi Arabia Predictive Analytics Market
 - 8.5.5.4.1 Saudi Arabia Predictive Analytics Market by Type
 - 8.5.5.4.2 Saudi Arabia Predictive Analytics Market by Organization Size
 - 8.5.5.4.3 Saudi Arabia Predictive Analytics Market by Deployment Type
 - 8.5.5.4.4 Saudi Arabia Predictive Analytics Market by Vertical
- 8.5.5.5 South Africa Predictive Analytics Market
 - 8.5.5.5.1 South Africa Predictive Analytics Market by Type
 - 8.5.5.5.2 South Africa Predictive Analytics Market by Organization Size
 - 8.5.5.5.3 South Africa Predictive Analytics Market by Deployment Type
 - 8.5.5.5.4 South Africa Predictive Analytics Market by Vertical
- 8.5.5.6 Nigeria Predictive Analytics Market
 - 8.5.5.6.1 Nigeria Predictive Analytics Market by Type
 - 8.5.5.6.2 Nigeria Predictive Analytics Market by Organization Size
 - 8.5.5.6.3 Nigeria Predictive Analytics Market by Deployment Type
 - 8.5.5.6.4 Nigeria Predictive Analytics Market by Vertical
- 8.5.5.7 Rest of LAMEA Predictive Analytics Market
 - 8.5.5.7.1 Rest of LAMEA Predictive Analytics Market by Type
 - 8.5.5.7.2 Rest of LAMEA Predictive Analytics Market by Organization Size
 - 8.5.5.7.3 Rest of LAMEA Predictive Analytics Market by Deployment Type
 - 8.5.5.7.4 Rest of LAMEA Predictive 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 Mergers and Acquisitions
 - 9.2.3 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 Mergers & Acquisitions

10.1.5.2 Partnerships, Collaborations and Agreements

10.1.5.3 Product Launch

10.2 Oracle Corporation

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

10.3 SAP SE

10.3.1 Company Overview

10.3.2 Financial Analysis

10.3.3 Segmental and Regional Analysis

10.3.4 Research & Development Expense

10.3.5 Strategies at a Glance

10.3.5.1 Product Launch

10.4 Microsoft Corporation

10.4.1 Company Overview

10.4.2 Financial Analysis

10.4.3 Segmental and Regional Analysis

10.4.4 Research & Development Expense

10.4.5 Strategies at a Glance

10.4.5.1 Partnerships, Collaborations and Agreements

10.4.5.2 Mergers & Acquisitions

10.5 SAS Institute, Inc.

10.5.1 Company Overview

10.5.2 Financial Analysis

10.5.3 Regional Analysis

10.5.4 Strategies at a Glance

- 10.5.4.1 Partnerships, Collaborations and Agreements
- 10.6 Tableau Software, Inc.
 - 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 TIBCO (The Information Bus Company) Software Inc.
 - 10.7.1 Company Overview
 - 10.7.2 Strategies at a Glance
 - 10.7.2.1 Product Launch
- 10.8 Fair Isaac Corporation (FICO)
 - 10.8.1 Company Overview
 - 10.8.2 Financial Analysis
 - 10.8.3 Segmental and Regional Analysis
 - 10.8.4 Research & Development Expense
 - 10.8.5 Strategies at a Glance
 - 10.8.5.1 Partnerships, Collaborations and Agreements
- 10.9 NTT Data Corporation
 - 10.9.1 Company Overview
 - 10.9.2 Financial Analysis
 - 10.9.3 Segmental Analysis
 - 10.9.4 Research & Development Expense
 - 10.9.5 Strategies at a Glance
 - 10.9.5.1 Partnerships, Collaborations and Agreements
 - 10.9.5.2 Mergers & Acquisitions
- 10.1 Rapidminer, Inc.
 - 10.10.1 Company Overview

List Of Tables

LIST OF TABLES

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

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

Table 3 GLOBAL PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 4 GLOBAL PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 5 GLOBAL PREDICTIVE ANALYTICS SOLUTION MARKET BY REGION, 2013 - 2016, USD MILLION

Table 6 GLOBAL PREDICTIVE ANALYTICS SOLUTION MARKET BY REGION, 2017 - 2023, USD MILLION

Table 7 GLOBAL PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 8 GLOBAL PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 9 GLOBAL RISK ANALYTICS SOLUTION MARKET BY REGION, 2013 - 2016, USD MILLION

Table 10 GLOBAL RISK ANALYTICS SOLUTION MARKET BY REGION, 2017 - 2023, USD MILLION

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

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

Table 13 GLOBAL SUPPLY CHAIN ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 14 GLOBAL SUPPLY CHAIN ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

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

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

Table 17 GLOBAL CUSTOMER ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 18 GLOBAL CUSTOMER ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 19 GLOBAL WEB & SOCIAL MEDIA ANALYTICS MARKET BY REGION, 2013 -

2016, USD MILLION

Table 20 GLOBAL WEB & SOCIAL MEDIA ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 21 GLOBAL MARKETING ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 22 GLOBAL MARKETING ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 23 GLOBAL OTHER SOLUTION MARKET BY REGION, 2013 - 2016, USD MILLION

Table 24 GLOBAL OTHER SOLUTION MARKET BY REGION, 2017 - 2023, USD MILLION

Table 25 GLOBAL PREDICTIVE ANALYTICS SERVICES MARKET BY REGION, 2013 - 2016, USD MILLION

Table 26 GLOBAL PREDICTIVE ANALYTICS SERVICES MARKET BY REGION, 2017 - 2023, USD MILLION

Table 27 GLOBAL PREDICTIVE ANALYTICS MARKET BY SERVICE TYPE, 2013 - 2016, USD MILLION

Table 28 GLOBAL PREDICTIVE ANALYTICS MARKET BY SERVICE TYPE, 2017 - 2023, USD MILLION

Table 29 GLOBAL PREDICTIVE ANALYTICS PROFESSIONAL SERVICES MARKET BY REGION, 2013 - 2016, USD MILLION

Table 30 GLOBAL PREDICTIVE ANALYTICS PROFESSIONAL SERVICES MARKET BY REGION, 2017 - 2023, USD MILLION

Table 31 GLOBAL PREDICTIVE ANALYTICS MANAGED SERVICES MARKET BY REGION, 2013 - 2016, USD MILLION

Table 32 GLOBAL PREDICTIVE ANALYTICS MANAGED SERVICES MARKET BY REGION, 2017 - 2023, USD MILLION

Table 33 GLOBAL PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 34 GLOBAL PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 35 GLOBAL SMALL & MEDIUM ENTERPRISES PREDICTIVE ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 36 GLOBAL SMALL & MEDIUM ENTERPRISES PREDICTIVE ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 37 GLOBAL LARGE ENTERPRISES PREDICTIVE ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 38 GLOBAL LARGE ENTERPRISES PREDICTIVE ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 39 GLOBAL PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 40 GLOBAL PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 41 GLOBAL CLOUD DEPLOYMENT PREDICTIVE ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 42 GLOBAL CLOUD DEPLOYMENT PREDICTIVE ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 43 GLOBAL ON-PREMISE DEPLOYMENT PREDICTIVE ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 44 GLOBAL ON-PREMISE DEPLOYMENT PREDICTIVE ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 45 GLOBAL PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 46 GLOBAL PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 47 GLOBAL PREDICTIVE ANALYTICS IN BFSI MARKET BY REGION, 2013 - 2016, USD MILLION

Table 48 GLOBAL PREDICTIVE ANALYTICS IN BFSI MARKET BY REGION, 2017 - 2023, USD MILLION

Table 49 GLOBAL PREDICTIVE ANALYTICS IN GOVERNMENT MARKET BY REGION, 2013 - 2016, USD MILLION

Table 50 GLOBAL PREDICTIVE ANALYTICS IN GOVERNMENT MARKET BY REGION, 2017 - 2023, USD MILLION

Table 51 GLOBAL PREDICTIVE ANALYTICS IN ENERGY & UTILITIES MARKET BY REGION, 2013 - 2016, USD MILLION

Table 52 GLOBAL PREDICTIVE ANALYTICS IN ENERGY & UTILITIES MARKET BY REGION, 2017 - 2023, USD MILLION

Table 53 GLOBAL PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY REGION, 2013 - 2016, USD MILLION

Table 54 GLOBAL PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY REGION, 2017 - 2023, USD MILLION

Table 55 GLOBAL PREDICTIVE ANALYTICS IN MANUFACTURING MARKET BY REGION, 2013 - 2016, USD MILLION

Table 56 GLOBAL PREDICTIVE ANALYTICS IN MANUFACTURING MARKET BY REGION, 2017 - 2023, USD MILLION

Table 57 GLOBAL PREDICTIVE ANALYTICS IN RETAIL MARKET BY REGION, 2013 - 2016, USD MILLION

Table 58 GLOBAL PREDICTIVE ANALYTICS IN RETAIL MARKET BY REGION, 2017 - 2023, USD MILLION

- 2023, USD MILLION

Table 59 GLOBAL PREDICTIVE ANALYTICS IN TELECOM & IT MARKET BY REGION, 2013 - 2016, USD MILLION

Table 60 GLOBAL PREDICTIVE ANALYTICS IN TELECOM & IT MARKET BY REGION, 2017 - 2023, USD MILLION

Table 61 GLOBAL PREDICTIVE ANALYTICS IN TRANSPORTATION & LOGISTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 62 GLOBAL PREDICTIVE ANALYTICS IN TRANSPORTATION & LOGISTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 63 GLOBAL PREDICTIVE ANALYTICS IN OTHERS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 64 GLOBAL PREDICTIVE ANALYTICS IN OTHERS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 65 GLOBAL PREDICTIVE ANALYTICS MARKET BY REGION, 2013 - 2016, USD MILLION

Table 66 GLOBAL PREDICTIVE ANALYTICS MARKET BY REGION, 2017 - 2023, USD MILLION

Table 67 NORTH AMERICA PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 68 NORTH AMERICA PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 69 NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 70 NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 71 NORTH AMERICA PREDICTIVE ANALYTICS SOLUTION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 72 NORTH AMERICA PREDICTIVE ANALYTICS SOLUTION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 73 NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 74 NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 75 NORTH AMERICA RISK ANALYTICS SOLUTION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 76 NORTH AMERICA RISK ANALYTICS SOLUTION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 77 NORTH AMERICA SALES ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 78 NORTH AMERICA SALES ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 79 NORTH AMERICA SUPPLY CHAIN ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 80 NORTH AMERICA SUPPLY CHAIN ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 81 NORTH AMERICA FINANCIAL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 82 NORTH AMERICA FINANCIAL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 83 NORTH AMERICA CUSTOMER ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 84 NORTH AMERICA CUSTOMER ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 85 NORTH AMERICA WEB & SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 86 NORTH AMERICA WEB & SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 87 NORTH AMERICA MARKETING ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 88 NORTH AMERICA MARKETING ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 89 NORTH AMERICA OTHER SOLUTION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 90 NORTH AMERICA OTHER SOLUTION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 91 NORTH AMERICA PREDICTIVE ANALYTICS SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 92 NORTH AMERICA PREDICTIVE ANALYTICS SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 93 NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY SERVICE TYPE, 2013 - 2016, USD MILLION

Table 94 NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY SERVICE TYPE, 2017 - 2023, USD MILLION

Table 95 NORTH AMERICA PREDICTIVE ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 96 NORTH AMERICA PREDICTIVE ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 97 NORTH AMERICA PREDICTIVE ANALYTICS MANAGED SERVICES

MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 98 NORTH AMERICA PREDICTIVE ANALYTICS MANAGED SERVICES

MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 99 NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION
SIZE, 2013 - 2016, USD MILLION

Table 100 NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY
ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 101 NORTH AMERICA SMALL & MEDIUM ENTERPRISES PREDICTIVE
ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 102 NORTH AMERICA SMALL & MEDIUM ENTERPRISES PREDICTIVE
ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 103 NORTH AMERICA LARGE ENTERPRISES PREDICTIVE ANALYTICS
MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 104 NORTH AMERICA LARGE ENTERPRISES PREDICTIVE ANALYTICS
MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 105 NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT
TYPE, 2013 - 2016, USD MILLION

Table 106 NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT
TYPE, 2017 - 2023, USD MILLION

Table 107 NORTH AMERICA CLOUD DEPLOYMENT PREDICTIVE ANALYTICS
MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 108 NORTH AMERICA CLOUD DEPLOYMENT PREDICTIVE ANALYTICS
MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 109 NORTH AMERICA ON-PREMISE DEPLOYMENT PREDICTIVE
ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 110 NORTH AMERICA ON-PREMISE DEPLOYMENT PREDICTIVE
ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 111 NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY VERTICAL,
2013 - 2016, USD MILLION

Table 112 NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY VERTICAL,
2017 - 2023, USD MILLION

Table 113 NORTH AMERICA PREDICTIVE ANALYTICS IN BFSI MARKET BY
COUNTRY, 2013 - 2016, USD MILLION

Table 114 NORTH AMERICA PREDICTIVE ANALYTICS IN BFSI MARKET BY
COUNTRY, 2017 - 2023, USD MILLION

Table 115 NORTH AMERICA PREDICTIVE ANALYTICS IN GOVERNMENT MARKET
BY COUNTRY, 2013 - 2016, USD MILLION

Table 116 NORTH AMERICA PREDICTIVE ANALYTICS IN GOVERNMENT MARKET
BY COUNTRY, 2017 - 2023, USD MILLION

Table 117 NORTH AMERICA PREDICTIVE ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 118 NORTH AMERICA PREDICTIVE ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 119 NORTH AMERICA PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 120 NORTH AMERICA PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 121 NORTH AMERICA PREDICTIVE ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 122 NORTH AMERICA PREDICTIVE ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 123 NORTH AMERICA PREDICTIVE ANALYTICS IN RETAIL MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 124 NORTH AMERICA PREDICTIVE ANALYTICS IN RETAIL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 125 NORTH AMERICA PREDICTIVE ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 126 NORTH AMERICA PREDICTIVE ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 127 NORTH AMERICA PREDICTIVE ANALYTICS IN TRANSPORTATION & LOGISTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 128 NORTH AMERICA PREDICTIVE ANALYTICS IN TRANSPORTATION & LOGISTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 129 NORTH AMERICA PREDICTIVE ANALYTICS IN OTHERS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 130 NORTH AMERICA PREDICTIVE ANALYTICS IN OTHERS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 131 NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 132 NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 133 US PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 134 US PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 135 US PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 136 US PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 137 US PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016,

USD MILLION

Table 138 US PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023,
USD MILLION

Table 139 US PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016,
USD MILLION

Table 140 US PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023,
USD MILLION

Table 141 US PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 -
2016, USD MILLION

Table 142 US PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 -
2023, USD MILLION

Table 143 US PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 -
2016, USD MILLION

Table 144 US PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 -
2023, USD MILLION

Table 145 US PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD
MILLION

Table 146 US PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD
MILLION

Table 147 CANADA PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 148 CANADA PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 149 CANADA PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD
MILLION

Table 150 CANADA PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD
MILLION

Table 151 CANADA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 -
2016, USD MILLION

Table 152 CANADA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 -
2023, USD MILLION

Table 153 CANADA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 -
2016, USD MILLION

Table 154 CANADA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 -
2023, USD MILLION

Table 155 CANADA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE,
2013 - 2016, USD MILLION

Table 156 CANADA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE,
2017 - 2023, USD MILLION

Table 157 CANADA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE,
2013 - 2016, USD MILLION

Table 158 CANADA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 159 CANADA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 160 CANADA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 161 MEXICO PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 162 MEXICO PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 163 MEXICO PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 164 MEXICO PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 165 MEXICO PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 166 MEXICO PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 167 MEXICO PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 168 MEXICO PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 169 MEXICO PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 170 MEXICO PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 171 MEXICO PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 172 MEXICO PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 173 MEXICO PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 174 MEXICO PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 175 REST OF NORTH AMERICA PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 176 REST OF NORTH AMERICA PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 177 REST OF NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 178 REST OF NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY

TYPE, 2017 - 2023, USD MILLION

Table 179 REST OF NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 180 REST OF NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 181 REST OF NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 182 REST OF NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 183 REST OF NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 184 REST OF NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 185 REST OF NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 186 REST OF NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 187 REST OF NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 188 REST OF NORTH AMERICA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 189 EUROPE PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 190 EUROPE PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 191 EUROPE PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 192 EUROPE PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 193 EUROPE PREDICTIVE ANALYTICS SOLUTION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 194 EUROPE PREDICTIVE ANALYTICS SOLUTION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 195 EUROPE PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 196 EUROPE PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 197 EUROPE RISK ANALYTICS SOLUTION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 198 EUROPE RISK ANALYTICS SOLUTION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 199 EUROPE SALES ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 200 EUROPE SALES ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 201 EUROPE SUPPLY CHAIN ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 202 EUROPE SUPPLY CHAIN ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 203 EUROPE FINANCIAL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 204 EUROPE FINANCIAL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 205 EUROPE CUSTOMER ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 206 EUROPE CUSTOMER ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 207 EUROPE WEB & SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 208 EUROPE WEB & SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 209 EUROPE MARKETING ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 210 EUROPE MARKETING ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 211 EUROPE OTHER SOLUTION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 212 EUROPE OTHER SOLUTION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 213 EUROPE PREDICTIVE ANALYTICS SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 214 EUROPE PREDICTIVE ANALYTICS SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 215 EUROPE PREDICTIVE ANALYTICS MARKET BY SERVICE TYPE, 2013 - 2016, USD MILLION

Table 216 EUROPE PREDICTIVE ANALYTICS MARKET BY SERVICE TYPE, 2017 - 2023, USD MILLION

Table 217 EUROPE PREDICTIVE ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 218 EUROPE PREDICTIVE ANALYTICS PROFESSIONAL SERVICES MARKET

BY COUNTRY, 2017 - 2023, USD MILLION

Table 219 EUROPE PREDICTIVE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 220 EUROPE PREDICTIVE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 221 EUROPE PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 222 EUROPE PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 223 EUROPE SMALL & MEDIUM ENTERPRISES PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 224 EUROPE SMALL & MEDIUM ENTERPRISES PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 225 EUROPE LARGE ENTERPRISES PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 226 EUROPE LARGE ENTERPRISES PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 227 EUROPE PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 228 EUROPE PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 229 EUROPE CLOUD DEPLOYMENT PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 230 EUROPE CLOUD DEPLOYMENT PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 231 EUROPE ON-PREMISE DEPLOYMENT PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 232 EUROPE ON-PREMISE DEPLOYMENT PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 233 EUROPE PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 234 EUROPE PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 235 EUROPE PREDICTIVE ANALYTICS IN BFSI MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 236 EUROPE PREDICTIVE ANALYTICS IN BFSI MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 237 EUROPE PREDICTIVE ANALYTICS IN GOVERNMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 238 EUROPE PREDICTIVE ANALYTICS IN GOVERNMENT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 239 EUROPE PREDICTIVE ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 240 EUROPE PREDICTIVE ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 241 EUROPE PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 242 EUROPE PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 243 EUROPE PREDICTIVE ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 244 EUROPE PREDICTIVE ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 245 EUROPE PREDICTIVE ANALYTICS IN RETAIL MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 246 EUROPE PREDICTIVE ANALYTICS IN RETAIL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 247 EUROPE PREDICTIVE ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 248 EUROPE PREDICTIVE ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 249 EUROPE PREDICTIVE ANALYTICS IN TRANSPORTATION & LOGISTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 250 EUROPE PREDICTIVE ANALYTICS IN TRANSPORTATION & LOGISTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 251 EUROPE PREDICTIVE ANALYTICS IN OTHERS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 252 EUROPE PREDICTIVE ANALYTICS IN OTHERS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 253 EUROPE PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 254 EUROPE PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 255 GERMANY PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 256 GERMANY PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 257 GERMANY PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016,

USD MILLION

Table 258 GERMANY PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023,
USD MILLION

Table 259 GERMANY PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE,
2013 - 2016, USD MILLION

Table 260 GERMANY PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE,
2017 - 2023, USD MILLION

Table 261 GERMANY PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013
- 2016, USD MILLION

Table 262 GERMANY PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017
- 2023, USD MILLION

Table 263 GERMANY PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE,
2013 - 2016, USD MILLION

Table 264 GERMANY PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE,
2017 - 2023, USD MILLION

Table 265 GERMANY PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE,
2013 - 2016, USD MILLION

Table 266 GERMANY PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE,
2017 - 2023, USD MILLION

Table 267 GERMANY PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 -
2016, USD MILLION

Table 268 GERMANY PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 -
2023, USD MILLION

Table 269 UK PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 270 UK PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 271 UK PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD
MILLION

Table 272 UK PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD
MILLION

Table 273 UK PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016,
USD MILLION

Table 274 UK PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023,
USD MILLION

Table 275 UK PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016,
USD MILLION

Table 276 UK PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023,
USD MILLION

Table 277 UK PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 -
2016, USD MILLION

Table 278 UK PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 279 UK PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 280 UK PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 281 UK PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 282 UK PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 283 FRANCE PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 284 FRANCE PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 285 FRANCE PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 286 FRANCE PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 287 FRANCE PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 288 FRANCE PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 289 FRANCE PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 290 FRANCE PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 291 FRANCE PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 292 FRANCE PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 293 FRANCE PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 294 FRANCE PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 295 FRANCE PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 296 FRANCE PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 297 RUSSIA PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 298 RUSSIA PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 299 RUSSIA PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD

MILLION

Table 300 RUSSIA PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 301 RUSSIA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 302 RUSSIA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 303 RUSSIA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 304 RUSSIA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 305 RUSSIA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 306 RUSSIA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 307 RUSSIA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 308 RUSSIA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 309 RUSSIA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 310 RUSSIA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 311 SPAIN PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 312 SPAIN PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 313 SPAIN PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 314 SPAIN PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 315 SPAIN PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 316 SPAIN PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 317 SPAIN PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 318 SPAIN PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 319 SPAIN PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 320 SPAIN PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 321 SPAIN PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 322 SPAIN PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 323 SPAIN PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 324 SPAIN PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 325 ITALY PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 326 ITALY PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 327 ITALY PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 328 ITALY PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 329 ITALY PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 330 ITALY PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 331 ITALY PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 332 ITALY PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 333 ITALY PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 334 ITALY PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 335 ITALY PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 336 ITALY PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 337 ITALY PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 338 ITALY PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 339 REST OF EUROPE PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 340 REST OF EUROPE PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD

MILLION

Table 341 REST OF EUROPE PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 342 REST OF EUROPE PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 343 REST OF EUROPE PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 344 REST OF EUROPE PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 345 REST OF EUROPE PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 346 REST OF EUROPE PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 347 REST OF EUROPE PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 348 REST OF EUROPE PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 349 REST OF EUROPE PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 350 REST OF EUROPE PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 351 REST OF EUROPE PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 352 REST OF EUROPE PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 353 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 354 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 355 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 356 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 357 ASIA PACIFIC PREDICTIVE ANALYTICS SOLUTION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 358 ASIA PACIFIC PREDICTIVE ANALYTICS SOLUTION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 359 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 360 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 361 ASIA PACIFIC RISK ANALYTICS SOLUTION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 362 ASIA PACIFIC RISK ANALYTICS SOLUTION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 363 ASIA PACIFIC SALES ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 364 ASIA PACIFIC SALES ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 365 ASIA PACIFIC SUPPLY CHAIN ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 366 ASIA PACIFIC SUPPLY CHAIN ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 367 ASIA PACIFIC FINANCIAL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 368 ASIA PACIFIC FINANCIAL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 369 ASIA PACIFIC CUSTOMER ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 370 ASIA PACIFIC CUSTOMER ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 371 ASIA PACIFIC WEB & SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 372 ASIA PACIFIC WEB & SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 373 ASIA PACIFIC MARKETING ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 374 ASIA PACIFIC MARKETING ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 375 ASIA PACIFIC OTHER SOLUTION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 376 ASIA PACIFIC OTHER SOLUTION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 377 ASIA PACIFIC PREDICTIVE ANALYTICS SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 378 ASIA PACIFIC PREDICTIVE ANALYTICS SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 379 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY SERVICE TYPE,

2013 - 2016, USD MILLION

Table 380 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY SERVICE TYPE,
2017 - 2023, USD MILLION

Table 381 ASIA PACIFIC PREDICTIVE ANALYTICS PROFESSIONAL SERVICES
MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 382 ASIA PACIFIC PREDICTIVE ANALYTICS PROFESSIONAL SERVICES
MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 383 ASIA PACIFIC PREDICTIVE ANALYTICS MANAGED SERVICES MARKET
BY COUNTRY, 2013 - 2016, USD MILLION

Table 384 ASIA PACIFIC PREDICTIVE ANALYTICS MANAGED SERVICES MARKET
BY COUNTRY, 2017 - 2023, USD MILLION

Table 385 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY ORGANIZATION
SIZE, 2013 - 2016, USD MILLION

Table 386 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY ORGANIZATION
SIZE, 2017 - 2023, USD MILLION

Table 387 ASIA PACIFIC SMALL & MEDIUM ENTERPRISES PREDICTIVE
ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 388 ASIA PACIFIC SMALL & MEDIUM ENTERPRISES PREDICTIVE
ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 389 ASIA PACIFIC LARGE ENTERPRISES PREDICTIVE ANALYTICS MARKET
BY COUNTRY, 2013 - 2016, USD MILLION

Table 390 ASIA PACIFIC LARGE ENTERPRISES PREDICTIVE ANALYTICS MARKET
BY COUNTRY, 2017 - 2023, USD MILLION

Table 391 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT
TYPE, 2013 - 2016, USD MILLION

Table 392 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT
TYPE, 2017 - 2023, USD MILLION

Table 393 ASIA PACIFIC CLOUD DEPLOYMENT PREDICTIVE ANALYTICS MARKET
BY COUNTRY, 2013 - 2016, USD MILLION

Table 394 ASIA PACIFIC CLOUD DEPLOYMENT PREDICTIVE ANALYTICS MARKET
BY COUNTRY, 2017 - 2023, USD MILLION

Table 395 ASIA PACIFIC ON-PREMISE DEPLOYMENT PREDICTIVE ANALYTICS
MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 396 ASIA PACIFIC ON-PREMISE DEPLOYMENT PREDICTIVE ANALYTICS
MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 397 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 -
2016, USD MILLION

Table 398 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 -
2023, USD MILLION

Table 399 ASIA PACIFIC PREDICTIVE ANALYTICS IN BFSI MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 400 ASIA PACIFIC PREDICTIVE ANALYTICS IN BFSI MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 401 ASIA PACIFIC PREDICTIVE ANALYTICS IN GOVERNMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 402 ASIA PACIFIC PREDICTIVE ANALYTICS IN GOVERNMENT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 403 ASIA PACIFIC PREDICTIVE ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 404 ASIA PACIFIC PREDICTIVE ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 405 ASIA PACIFIC PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 406 ASIA PACIFIC PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 407 ASIA PACIFIC PREDICTIVE ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 408 ASIA PACIFIC PREDICTIVE ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 409 ASIA PACIFIC PREDICTIVE ANALYTICS IN RETAIL MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 410 ASIA PACIFIC PREDICTIVE ANALYTICS IN RETAIL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 411 ASIA PACIFIC PREDICTIVE ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 412 ASIA PACIFIC PREDICTIVE ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 413 ASIA PACIFIC PREDICTIVE ANALYTICS IN TRANSPORTATION & LOGISTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 414 ASIA PACIFIC PREDICTIVE ANALYTICS IN TRANSPORTATION & LOGISTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 415 ASIA PACIFIC PREDICTIVE ANALYTICS IN OTHERS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 416 ASIA PACIFIC PREDICTIVE ANALYTICS IN OTHERS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 417 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 418 ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2017 -

2023, USD MILLION

Table 419 CHINA PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 420 CHINA PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 421 CHINA PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 422 CHINA PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 423 CHINA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 424 CHINA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 425 CHINA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 426 CHINA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 427 CHINA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 428 CHINA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 429 CHINA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 430 CHINA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 431 CHINA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 432 CHINA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 433 JAPAN PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 434 JAPAN PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 435 JAPAN PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 436 JAPAN PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 437 JAPAN PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 438 JAPAN PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 439 JAPAN PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 440 JAPAN PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 441 JAPAN PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 442 JAPAN PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 443 JAPAN PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 444 JAPAN PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 445 JAPAN PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 446 JAPAN PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 447 INDIA PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 448 INDIA PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 449 INDIA PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 450 INDIA PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 451 INDIA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 452 INDIA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 453 INDIA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 454 INDIA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 455 INDIA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 456 INDIA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 457 INDIA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 458 INDIA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 459 INDIA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 460 INDIA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023,

USD MILLION

Table 461 SOUTH KOREA PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 462 SOUTH KOREA PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 463 SOUTH KOREA PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 464 SOUTH KOREA PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 465 SOUTH KOREA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 466 SOUTH KOREA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 467 SOUTH KOREA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 468 SOUTH KOREA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 469 SOUTH KOREA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 470 SOUTH KOREA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 471 SOUTH KOREA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 472 SOUTH KOREA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 473 SOUTH KOREA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 474 SOUTH KOREA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 475 SINGAPORE PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 476 SINGAPORE PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 477 SINGAPORE PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 478 SINGAPORE PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 479 SINGAPORE PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 480 SINGAPORE PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 481 SINGAPORE PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 482 SINGAPORE PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 483 SINGAPORE PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 484 SINGAPORE PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 485 SINGAPORE PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 486 SINGAPORE PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 487 SINGAPORE PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 488 SINGAPORE PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 489 MALAYSIA PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 490 MALAYSIA PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 491 MALAYSIA PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 492 MALAYSIA PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 493 MALAYSIA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 494 MALAYSIA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 495 MALAYSIA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 496 MALAYSIA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 497 MALAYSIA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 498 MALAYSIA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 499 MALAYSIA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE,

2013 - 2016, USD MILLION

Table 500 MALAYSIA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE,
2017 - 2023, USD MILLION

Table 501 MALAYSIA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 -
2016, USD MILLION

Table 502 MALAYSIA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 -
2023, USD MILLION

Table 503 REST OF ASIA PACIFIC PREDICTIVE ANALYTICS MARKET, 2013 - 2016,
USD MILLION

Table 504 REST OF ASIA PACIFIC PREDICTIVE ANALYTICS MARKET, 2017 - 2023,
USD MILLION

Table 505 REST OF ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY TYPE,
2013 - 2016, USD MILLION

Table 506 REST OF ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY TYPE,
2017 - 2023, USD MILLION

Table 507 REST OF ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY
SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 508 REST OF ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY
SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 509 REST OF ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY
SERVICES TYPE, 2013 - 2016, USD MILLION

Table 510 REST OF ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY
SERVICES TYPE, 2017 - 2023, USD MILLION

Table 511 REST OF ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY
ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 512 REST OF ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY
ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 513 REST OF ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY
DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 514 REST OF ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY
DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 515 REST OF ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY
VERTICAL, 2013 - 2016, USD MILLION

Table 516 REST OF ASIA PACIFIC PREDICTIVE ANALYTICS MARKET BY
VERTICAL, 2017 - 2023, USD MILLION

Table 517 LAMEA PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 518 LAMEA PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 519 LAMEA PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD
MILLION

Table 520 LAMEA PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 521 LAMEA PREDICTIVE ANALYTICS SOLUTION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 522 LAMEA PREDICTIVE ANALYTICS SOLUTION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 523 LAMEA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 524 LAMEA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 525 LAMEA RISK ANALYTICS SOLUTION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 526 LAMEA RISK ANALYTICS SOLUTION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 527 LAMEA SALES ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 528 LAMEA SALES ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 529 LAMEA SUPPLY CHAIN ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 530 LAMEA SUPPLY CHAIN ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 531 LAMEA FINANCIAL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 532 LAMEA FINANCIAL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 533 LAMEA CUSTOMER ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 534 LAMEA CUSTOMER ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 535 LAMEA WEB & SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 536 LAMEA WEB & SOCIAL MEDIA ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 537 LAMEA MARKETING ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 538 LAMEA MARKETING ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 539 LAMEA OTHER SOLUTION MARKET BY COUNTRY, 2013 - 2016, USD

MILLION

Table 540 LAMEA OTHER SOLUTION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 541 LAMEA PREDICTIVE ANALYTICS SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 542 LAMEA PREDICTIVE ANALYTICS SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 543 LAMEA PREDICTIVE ANALYTICS MARKET BY SERVICE TYPE, 2013 - 2016, USD MILLION

Table 544 LAMEA PREDICTIVE ANALYTICS MARKET BY SERVICE TYPE, 2017 - 2023, USD MILLION

Table 545 LAMEA PREDICTIVE ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 546 LAMEA PREDICTIVE ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 547 LAMEA PREDICTIVE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 548 LAMEA PREDICTIVE ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 549 LAMEA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 550 LAMEA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 551 LAMEA SMALL & MEDIUM ENTERPRISES PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 552 LAMEA SMALL & MEDIUM ENTERPRISES PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 553 LAMEA LARGE ENTERPRISES PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 554 LAMEA LARGE ENTERPRISES PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 555 LAMEA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 556 LAMEA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 557 LAMEA CLOUD DEPLOYMENT PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 558 LAMEA CLOUD DEPLOYMENT PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 559 LAMEA ON-PREMISE DEPLOYMENT PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 560 LAMEA ON-PREMISE DEPLOYMENT PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 561 LAMEA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 562 LAMEA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 563 LAMEA PREDICTIVE ANALYTICS IN BFSI MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 564 LAMEA PREDICTIVE ANALYTICS IN BFSI MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 565 LAMEA PREDICTIVE ANALYTICS IN GOVERNMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 566 LAMEA PREDICTIVE ANALYTICS IN GOVERNMENT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 567 LAMEA PREDICTIVE ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 568 LAMEA PREDICTIVE ANALYTICS IN ENERGY & UTILITIES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 569 LAMEA PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 570 LAMEA PREDICTIVE ANALYTICS IN HEALTHCARE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 571 LAMEA PREDICTIVE ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 572 LAMEA PREDICTIVE ANALYTICS IN MANUFACTURING MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 573 LAMEA PREDICTIVE ANALYTICS IN RETAIL MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 574 LAMEA PREDICTIVE ANALYTICS IN RETAIL MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 575 LAMEA PREDICTIVE ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 576 LAMEA PREDICTIVE ANALYTICS IN TELECOM & IT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 577 LAMEA PREDICTIVE ANALYTICS IN TRANSPORTATION & LOGISTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 578 LAMEA PREDICTIVE ANALYTICS IN TRANSPORTATION & LOGISTICS

MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 579 LAMEA PREDICTIVE ANALYTICS IN OTHERS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 580 LAMEA PREDICTIVE ANALYTICS IN OTHERS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 581 LAMEA PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 582 LAMEA PREDICTIVE ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 583 BRAZIL PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 584 BRAZIL PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 585 BRAZIL PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 586 BRAZIL PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 587 BRAZIL PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 588 BRAZIL PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 589 BRAZIL PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 590 BRAZIL PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 591 BRAZIL PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 592 BRAZIL PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 593 BRAZIL PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 594 BRAZIL PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 595 BRAZIL PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 596 BRAZIL PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 597 ARGENTINA PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 598 ARGENTINA PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 599 ARGENTINA PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 600 ARGENTINA PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 601 ARGENTINA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 602 ARGENTINA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 603 ARGENTINA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 604 ARGENTINA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 605 ARGENTINA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 606 ARGENTINA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 607 ARGENTINA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 608 ARGENTINA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 609 ARGENTINA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 610 ARGENTINA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 611 UAE PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 612 UAE PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 613 UAE PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 614 UAE PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 615 UAE PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 616 UAE PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 617 UAE PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 618 UAE PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 619 UAE PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 -

2016, USD MILLION

Table 620 UAE PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 621 UAE PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 622 UAE PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 623 UAE PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 624 UAE PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 625 SAUDI ARABIA PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 626 SAUDI ARABIA PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 627 SAUDI ARABIA PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 628 SAUDI ARABIA PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 629 SAUDI ARABIA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 630 SAUDI ARABIA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 631 SAUDI ARABIA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 632 SAUDI ARABIA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 633 SAUDI ARABIA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 634 SAUDI ARABIA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 635 SAUDI ARABIA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 636 SAUDI ARABIA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 637 SAUDI ARABIA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 638 SAUDI ARABIA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 639 SOUTH AFRICA PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 640 SOUTH AFRICA PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 641 SOUTH AFRICA PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 642 SOUTH AFRICA PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 643 SOUTH AFRICA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 644 SOUTH AFRICA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 645 SOUTH AFRICA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 646 SOUTH AFRICA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 647 SOUTH AFRICA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 648 SOUTH AFRICA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 649 SOUTH AFRICA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 650 SOUTH AFRICA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 651 SOUTH AFRICA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 652 SOUTH AFRICA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 653 NIGERIA PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 654 NIGERIA PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 655 NIGERIA PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 656 NIGERIA PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 657 NIGERIA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 658 NIGERIA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 659 NIGERIA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 -

2016, USD MILLION

Table 660 NIGERIA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 661 NIGERIA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 662 NIGERIA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 663 NIGERIA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 664 NIGERIA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 665 NIGERIA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 666 NIGERIA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 667 REST OF LAMEA PREDICTIVE ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 668 REST OF LAMEA PREDICTIVE ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 669 REST OF LAMEA PREDICTIVE ANALYTICS MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 670 REST OF LAMEA PREDICTIVE ANALYTICS MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 671 REST OF LAMEA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2013 - 2016, USD MILLION

Table 672 REST OF LAMEA PREDICTIVE ANALYTICS MARKET BY SOLUTION TYPE, 2017 - 2023, USD MILLION

Table 673 REST OF LAMEA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 674 REST OF LAMEA PREDICTIVE ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 675 REST OF LAMEA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 676 REST OF LAMEA PREDICTIVE ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 677 REST OF LAMEA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 678 REST OF LAMEA PREDICTIVE ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 679 REST OF LAMEA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2013 - 2016, USD MILLION

Table 680 REST OF LAMEA PREDICTIVE ANALYTICS MARKET BY VERTICAL, 2017 - 2023, USD MILLION

Table 681 PRODUCT LAUNCHES – PREDICTIVE ANALYTICS MARKET

Table 682 MERGERS AND ACQUISITIONS– PREDICTIVE ANALYTICS MARKET

Table 683 PARTNERSHIPS, COLLABORATIONS AND AGREEMENTS– PREDICTIVE ANALYTICS MARKET

Table 684 KEY INFORMATION – IBM CORPORATION

Table 685 KEY INFORMATION – ORACLE CORPORATION

Table 686 KEY INFORMATION – SAP SE

Table 687 KEY INFORMATION – MICROSOFT CORPORATION

Table 688 KEY INFORMATION – SAS INSTITUTE, INC.

Table 689 KEY INFORMATION – TABLEAU SOFTWARE, INC.

Table 690 KEY INFORMATION- TIBCO (THE INFORMATION BUS COMPANY) SOFTWARE INC.

Table 691 KEY INFORMATION- FAIR ISAAC CORPORATION (FICO)

Table 692 KEY INFORMATION- NTT DATA CORPORATION

Table 693 KEY INFORMATION- RAPIDMINER, INC.

List Of Figures

LIST OF FIGURES

Fig 1 MARKET BY TYPE

Fig 2 MARKET BY SERVICES TYPE

Fig 3 MARKET BY SOLUTION TYPE

Fig 4 MARKET BY ORGANIZATION SIZE

Fig 5 MARKET BY DEPLOYMENT TYPE

Fig 6 MARKET BY VERTICAL

Fig 7 MARKET BY REGION

Fig 8 KBV CARDINAL MATRIX

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