

LAMEA Cognitive Analytics Market Analysis (2017-2023)

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Abstracts

The Latin America, Middle East and Africa Cognitive Analytics Market would witness market growth of 47.9% CAGR during the forecast period (2017 – 2023). Cognitive analytics is a data forward approach which starts and ends with what's contained in information. This approach of data unveils connections, patterns and collocations that enable unprecedented, even unexpected insights into data like never before. The higher level of adoption of advanced technological solutions and increasing focus on innovations through Research and Development (R&D) in these regions have contributed to market expansion in these regions. Enterprises generally collect or aggregate large amounts of data from varied sources. Various software programs and other technologies are used to analyze the data in-depth, and extract specific kinds of results, which can eventually help a business get a better view of its own internal processes, the way market receives its products and services, customer preferences, customer loyalty levels, etc.

Based on Type, the market report segments the market into Tools and Services. Service Type includes Professional and Managed Services. Based on Application, the market is segmented into Asset Maintenance, Fraud & Risk Management, Sales & Marketing, Supply Chain Management, and Others. Based on Organization Size, the market report segments the market into Small & Medium Enterprises and Large Enterprises. Based on Deployment Type, the Latin America, Middle East and Africa Cognitive Analytics market segments the market into Cloud and On-Premise. Based on Verticals, the market report segments the market into BFSI, Retail & Consumer Goods, Energy & Utilities, Healthcare, Manufacturing, Government, Telecom & IT, Education, and Others.

Based on Countries, the Latin America, Middle East and Africa Cognitive Analytics

market segments the market into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the competition analysis of key stake holders of the Latin America, Middle East and Africa Cognitive Analytics Market. Key companies profiled in the report include IBM Corporation, Amazon Web Services, Google, Inc., Microsoft Corporation, Oracle Corporation, SAS Institute, Inc., Intel Corporation, Cisco Systems, Inc., Nokia Corporation, and Hewlett Packard Enterprise (HPE) Company.

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