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LAMEA Visual Analytics Market Analysis (2017-2023)

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Abstracts

The Latin America, Middle East and Africa Visual Analytics Market would witness market growth of 26.2% CAGR during the forecast period (2017 – 2023). Visual analytics is a process of understanding data in an interactive, graphical manner to single out insights for solving a problem. The technology is used by data scientists and other professionals to pick trends, patterns and relationships in the data that is being worked on. Packaged visual analytics software tools are used by non-technical users. The packaged tools are simple to use and include drag-and-drop options for setting and modifying analytical parameters. Major factors that have contributed to the growth of the visual analytics market are rapid growth in volume and variety of business data, rapid growth in the need for data-driven decision-making tools, and demand for advanced analytics. Visual analytics finds its application in large, complex data sets and analytical processes that requires a high degree of monitoring and interaction.

Based on Type, the market report segments the market into Solution and Services. Services types included Professional and Managed Services. Based on Business Function, the market is segmented into Sales & Marketing, Finance & IT, Supply Chain Management, Human Resource, and Others. Based on Organization Size, the market report segments the market into Small & Medium Enterprises and Large Enterprises. Based on Deployment Mode, the Latin America, Middle East and Africa Visual Analytics market segments the market into Cloud and On-Premise Based on Vertical, the market report segments the market into Cloud and On-Premise Based on Countries, the Latin America, Middle East and Africa Visual Analytics market segments the market into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

The market research report covers the analysis of key stake holders of the Latin America, Middle East and Africa Visual Analytics Market. Key companies profiled in the report include IBM Corporation, Oracle Corporation, SAP SE, SAS Institute, Inc., Tableau Software, Microsoft Corporation, Microstrategy Incorporated, TIBCO (The

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Information Bus Company) Software Inc., and Qliktech Technologies Inc.

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