

Latin America, Middle East & Africa Embedded Analytics Market (2017 - 2023)

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Abstracts

The Embedded Analytics Market is expected to grow at a CAGR of 16.9% during the forecast period. With the addition of embedded analytics additional awareness, context, or analytic capability can be identified to support decision-making in varied tasks. The information is targeted to support decisions or actions in the context of certain business needs. Analytics today is also embedded into consumer portals, which helps customers in finding relevant answers to their queries that deal with tracking products, invoices, and billing.

The leading factors driving the market growth are emergence of big data and Internet of Technology (IoT) growing adoption of mobile devices and cloud technology, and growing need to integrate data analytics with business applications to achieve optimum performance.

Based on Deployment Mode, the market is segmented into Cloud Based and On-Premise. Based on Business Applications, the market is segmented into Sales & Marketing, Finance, Operations, and Human Resource. Based on Analytics Tool, the market is segmented into Dashboard & Data Visualization, Reporting, Self-Service Tools, and Others. Based on Vertical, the market is segmented into BFSI, Government, Energy & Utilities, Healthcare, Manufacturing, Retail, Telecom & IT, and Others.

Based on country, Latin America, Middle East and Africa Embedded Analytics market is segmented into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria and Rest of Latin America, Middle East & Africa (LAMEA). Brazil remained the dominant country in the Latin America, Middle East and Africa Embedded Analytics market in 2016.

The report covers the analysis of key stake holders of the Embedded Analytics market.

Key companies profiled in the report include IBM Corporation, Infor, Inc. (Birst, Inc.), Information Builders, Logi Analytics, Inc., Microsoft Corporation, Microstrategy Incorporated, Open Text Corporation, Qlik Technologies Inc., SAP SE, and TIBCO (The Information Bus Company) Software Inc.

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