

North America Operational Analytics Market (2016 - 2022)

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Abstracts

Operational analytics can be implemented in multiple ways as different software packages offer wide range of capabilities to get an instant glance on a business, real-time. Many of these analytics tools offer visual models such as tracking customer inclination for a product, or buying patterns of customers, etc. Operational analytics tools have the potential of presenting such data in a visually appealing manner and as a result help in making better decisions. Again, with operational analytics in place, experts would be able to perform quicker and more targeted analysis and make use of so found information to add value to a business model. The developed economies such as U.S. and Canada have significant focus on innovations obtained from research and development and technology.

Based on the component type, the Operational Analytics market is segmented into Solution and Services. The Services market is segmented into Professional and Managed Services. Professional services are further segmented into Implementation, Consulting & Training and Support & Maintenance. Based on the function, the market is segmented into IT Operations, Marketing, Finance, Human Resource and Sales. The Applications highlighted in this report include Predictive Asset Maintenance, Risk Management, Fraud Detection, Supply Chain Management, Customer Management, Workforce Management, Sales & Marketing Management and Others. Based on Deployment Type, the market is segmented into Cloud based and On-Premise. The verticals covered under the report include Manufacturing, Retail, Telecom & IT, Government & Defense, Energy & Utilities, Transportation & Logistics and Others.

Based on Country, North America Operational Analytics market is segmented into US, Canada, Mexico, and Rest of North America. US remained the dominant Country in the North America Operational Analytics market in 2015. Mexico and Canada would witness

promising CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Operational Analytics market. Key companies profiled in the report include IBM Corporation, Microsoft Corporation, Cisco Systems, Inc., Google Inc., HP Enterprise Company, Oracle Corporation, SAP SE and SAS Institute Inc.

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