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North America Visual Analytics Market Analysis (2017-2023)

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Abstracts

The North America Visual Analytics Market would witness market growth of 20.5% 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. The need to simplify the workload pertaining to security and the growing dependence on data generated from various Information Technology (IT) systems used in financial transactions are the factors that are driving the adoption of the technology within the BFSI segment.

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 North America 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 North America Visual Analytics market segments the market into US, Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the North America Visual Analytics Market. Key companies profiled in the report include IBM Corporation, Oracle Corporation, SAP SE, SAS Institute, Inc., Tableau Software,

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Microsoft Corporation, Microstrategy Incorporated, TIBCO (The Information Bus Company) Software Inc., and Qliktech Technologies Inc.

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