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2018-2023 Global Learning Analytics Market Report (Status and Outlook)

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information studies the present scenario (with the base year being 2017) and the growth prospects of global Learning Analytics market for 2018-2023.
Learning analytics is the measurement, collection, analysis and reporting of data about learners and their contexts, for purposes of understanding and optimizing learning and the environments in which it occurs.
Methods for learning analytics include: Content analysis, Adaptive learning analytics, Functional support analytics, Social learning analytics, Predictive analytics and etc.
Content analysis use particularly resources which students create (such as essays).
Social learning analytics is aimed at exploring the role of social interaction in learning, the importance of learning networks, etc.

Over the next five years, LPI(LP Information) projects that Learning Analytics will register a xx% CAGR in terms of revenue, reach US$ xx million by 2023, from US$ xx million in 2017.

This report presents a comprehensive overview, market shares and growth opportunities of Learning Analytics market by product type, application, key companies and key regions.

To calculate the market size, LP Information considers value generated from the sales of the following segments:

Segmentation by product type:

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Cloud based

On-premises

Segmentation by application:

Higher education

K-12

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APAC

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  - Germany
  - France
  - UK
  - Italy
  - Russia
  - Spain
- Middle East & Africa
  - Egypt
  - South Africa
  - Israel
  - Turkey
  - GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major players in the market. The key players covered in this report:

- Oracle
- Blackboard
- IBM
- Microsoft

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Pearson

Saba Software

Sum Total System

Mcgraw-Hill Education

SAP

Desire2learn

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key players and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

RESEARCH OBJECTIVES

To study and analyze the global Learning Analytics market size by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Learning Analytics market by identifying its various subsegments.

Focuses on the key global Learning Analytics players, to define, describe and analyze the value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Learning Analytics with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the size of Learning Analytics submarkets, with respect to key regions

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(along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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Contents

2018-2023 GLOBAL LEARNING ANALYTICS MARKET REPORT (STATUS AND OUTLOOK)

1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Research Objectives
1.3 Years Considered
1.4 Market Research Methodology
1.5 Economic Indicators
1.6 Currency Considered

2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global Learning Analytics Market Size 2013-2023
  2.1.2 Learning Analytics Market Size CAGR by Region
2.2 Learning Analytics Segment by Type
  2.2.1 Cloud based
  2.2.2 On-premises
2.3 Learning Analytics Market Size by Type
  2.3.1 Global Learning Analytics Market Size Market Share by Type (2013-2018)
  2.3.2 Global Learning Analytics Market Size Growth Rate by Type (2013-2018)
2.4 Learning Analytics Segment by Application
  2.4.1 Higher education
  2.4.2 K-12
2.5 Learning Analytics Market Size by Application
  2.5.1 Global Learning Analytics Market Size Market Share by Application (2013-2018)
  2.5.2 Global Learning Analytics Market Size Growth Rate by Application (2013-2018)

3 GLOBAL LEARNING ANALYTICS BY PLAYERS

3.1 Global Learning Analytics Market Size Market Share by Players
  3.1.1 Global Learning Analytics Market Size by Players (2016-2018)
  3.1.2 Global Learning Analytics Market Size Market Share by Players (2016-2018)
3.2 Global Learning Analytics Key Players Head office and Products Offered
3.3 Market Concentration Rate Analysis

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3.3.1 Competition Landscape Analysis
3.3.2 Concentration Ratio (CR3, CR5 and CR10) (2016-2018)
3.4 New Products and Potential Entrants
3.5 Mergers & Acquisitions, Expansion

4 LEARNING ANALYTICS BY REGIONS

4.1 Learning Analytics Market Size by Regions
4.2 Americas Learning Analytics Market Size Growth
4.3 APAC Learning Analytics Market Size Growth
4.4 Europe Learning Analytics Market Size Growth
4.5 Middle East & Africa Learning Analytics Market Size Growth

5 AMERICAS

5.1 Americas Learning Analytics Market Size by Countries
5.2 Americas Learning Analytics Market Size by Type
5.3 Americas Learning Analytics Market Size by Application
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Key Economic Indicators of Few Americas Countries

6 APAC

6.1 APAC Learning Analytics Market Size by Countries
6.2 APAC Learning Analytics Market Size by Type
6.3 APAC Learning Analytics Market Size by Application
6.4 China
6.5 Japan
6.6 Korea
6.7 Southeast Asia
6.8 India
6.9 Australia
6.10 Key Economic Indicators of Few APAC Countries

7 EUROPE

7.1 Europe Learning Analytics by Countries

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7.2 Europe Learning Analytics Market Size by Type
7.3 Europe Learning Analytics Market Size by Application
7.4 Germany
7.5 France
7.6 UK
7.7 Italy
7.8 Russia
7.9 Spain
7.10 Key Economic Indicators of Few Europe Countries

8 MIDDLE EAST & AFRICA

8.1 Middle East & Africa Learning Analytics by Countries
8.2 Middle East & Africa Learning Analytics Market Size by Type
8.3 Middle East & Africa Learning Analytics Market Size by Application
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

9.1 Market Drivers and Impact
  9.1.1 Growing Demand from Key Regions
  9.1.2 Growing Demand from Key Applications and Potential Industries
9.2 Market Challenges and Impact
9.3 Market Trends

10 GLOBAL LEARNING ANALYTICS MARKET FORECAST

10.1 Global Learning Analytics Market Size Forecast (2018-2023)
10.2 Global Learning Analytics Forecast by Regions
  10.2.1 Global Learning Analytics Forecast by Regions (2018-2023)
  10.2.2 Americas Market Forecast
  10.2.3 APAC Market Forecast
  10.2.4 Europe Market Forecast
  10.2.5 Middle East & Africa Market Forecast
10.3 Americas Forecast by Countries

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10.3.1 United States Market Forecast
10.3.2 Canada Market Forecast
10.3.3 Mexico Market Forecast
10.3.4 Brazil Market Forecast
10.4 APAC Forecast by Countries
10.4.1 China Market Forecast
10.4.2 Japan Market Forecast
10.4.3 Korea Market Forecast
10.4.4 Southeast Asia Market Forecast
10.4.5 India Market Forecast
10.4.6 Australia Market Forecast
10.5 Europe Forecast by Countries
10.5.1 Germany Market Forecast
10.5.2 France Market Forecast
10.5.3 UK Market Forecast
10.5.4 Italy Market Forecast
10.5.5 Russia Market Forecast
10.5.6 Spain Market Forecast
10.6 Middle East & Africa Forecast by Countries
10.6.1 Egypt Market Forecast
10.6.2 South Africa Market Forecast
10.6.3 Israel Market Forecast
10.6.4 Turkey Market Forecast
10.6.5 GCC Countries Market Forecast
10.7 Global Learning Analytics Forecast by Type
10.8 Global Learning Analytics Forecast by Application

11 KEY PLAYERS ANALYSIS

11.1 Oracle
11.1.1 Company Details
11.1.2 Learning Analytics Product Offered
11.1.3 Oracle Learning Analytics Revenue, Gross Margin and Market Share (2016-2018)
11.1.4 Main Business Overview
11.1.5 Oracle News
11.2 Blackboard
11.2.1 Company Details
11.2.2 Learning Analytics Product Offered

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11.2.3 Blackboard Learning Analytics Revenue, Gross Margin and Market Share (2016-2018)
11.2.4 Main Business Overview
11.2.5 Blackboard News
11.3 IBM
11.3.1 Company Details
11.3.2 Learning Analytics Product Offered
11.3.3 IBM Learning Analytics Revenue, Gross Margin and Market Share (2016-2018)
11.3.4 Main Business Overview
11.3.5 IBM News
11.4 Microsoft
11.4.1 Company Details
11.4.2 Learning Analytics Product Offered
11.4.3 Microsoft Learning Analytics Revenue, Gross Margin and Market Share (2016-2018)
11.4.4 Main Business Overview
11.4.5 Microsoft News
11.5 Pearson
11.5.1 Company Details
11.5.2 Learning Analytics Product Offered
11.5.3 Pearson Learning Analytics Revenue, Gross Margin and Market Share (2016-2018)
11.5.4 Main Business Overview
11.5.5 Pearson News
11.6 Saba Software
11.6.1 Company Details
11.6.2 Learning Analytics Product Offered
11.6.3 Saba Software Learning Analytics Revenue, Gross Margin and Market Share (2016-2018)
11.6.4 Main Business Overview
11.6.5 Saba Software News
11.7 Sum Total System
11.7.1 Company Details
11.7.2 Learning Analytics Product Offered
11.7.3 Sum Total System Learning Analytics Revenue, Gross Margin and Market Share (2016-2018)
11.7.4 Main Business Overview
11.7.5 Sum Total System News
11.8 Mcgraw-Hill Education

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11.8.1 Company Details
11.8.2 Learning Analytics Product Offered
11.8.3 Mcgraw-Hill Education Learning Analytics Revenue, Gross Margin and Market Share (2016-2018)
11.8.4 Main Business Overview
11.8.5 Mcgraw-Hill Education News
11.9 SAP
11.9.1 Company Details
11.9.2 Learning Analytics Product Offered
11.9.3 SAP Learning Analytics Revenue, Gross Margin and Market Share (2016-2018)
11.9.4 Main Business Overview
11.9.5 SAP News
11.10 Desire2learn
11.10.1 Company Details
11.10.2 Learning Analytics Product Offered
11.10.3 Desire2learn Learning Analytics Revenue, Gross Margin and Market Share (2016-2018)
11.10.4 Main Business Overview
11.10.5 Desire2learn News

12 RESEARCH FINDINGS AND CONCLUSION

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List Of Tables

LIST OF TABLES AND FIGURES

Table Product Specifications of Learning Analytics
Figure Learning Analytics Report Years Considered
Figure Market Research Methodology
Figure Global Learning Analytics Market Size Growth Rate 2013-2023 ($ Millions)
Table Learning Analytics Market Size CAGR by Region 2013-2023 ($ Millions)
Table Major Players of Cloud based
Table Major Players of On-premises
Table Market Size by Type (2013-2018) ($ Millions)
Table Global Learning Analytics Market Size Market Share by Type (2013-2018)
Figure Global Learning Analytics Market Size Market Share by Type (2013-2018)
Figure Global Cloud based Market Size Growth Rate
Figure Global On-premises Market Size Growth Rate
Figure Learning Analytics Consumed in Higher education
Figure Global Learning Analytics Market: Higher education (2013-2018) ($ Millions)
Figure Global Higher education YoY Growth ($ Millions)
Figure Learning Analytics Consumed in K-12
Figure Global Learning Analytics Market: K-12 (2013-2018) ($ Millions)
Figure Global K-12 YoY Growth ($ Millions)
Table Global Learning Analytics Market Size by Application (2013-2018) ($ Millions)
Table Global Learning Analytics Market Size Market Share by Application (2013-2018)
Figure Global Learning Analytics Market Size Market Share by Application (2013-2018)
Figure Global Learning Analytics Market Size in Higher education Growth Rate
Figure Global Learning Analytics Market Size in K-12 Growth Rate
Table Global Learning Analytics Revenue by Players (2016-2018) ($ Millions)
Table Global Learning Analytics Revenue Market Share by Players (2016-2018)
Figure Global Learning Analytics Revenue Market Share by Players in 2017
Table Global Learning Analytics Key Players Head office and Products Offered
Table Learning Analytics Concentration Ratio (CR3, CR5 and CR10) (2016-2018)
Table Global Learning Analytics Market Size by Regions 2013-2018 ($ Millions)
Table Global Learning Analytics Market Size Market Share by Regions 2013-2018
Figure Global Learning Analytics Market Size Market Share by Regions 2013-2018
Figure Americas Learning Analytics Market Size 2013-2018 ($ Millions)
Figure APAC Learning Analytics Market Size 2013-2018 ($ Millions)
Figure Europe Learning Analytics Market Size 2013-2018 ($ Millions)
Figure Middle East & Africa Learning Analytics Market Size 2013-2018 ($ Millions)

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Table Americas Learning Analytics Market Size by Countries (2013-2018) ($ Millions)
Table Americas Learning Analytics Market Size Market Share by Countries (2013-2018)
Figure Americas Learning Analytics Market Size Market Share by Countries in 2017
Table Americas Learning Analytics Market Size by Type (2013-2018) ($ Millions)
Table Americas Learning Analytics Market Size Market Share by Type (2013-2018)
Figure Americas Learning Analytics Market Size Market Share by Type in 2017
Table Americas Learning Analytics Market Size by Application (2013-2018) ($ Millions)
Table Americas Learning Analytics Market Size Market Share by Application (2013-2018)
Figure Americas Learning Analytics Market Size Market Share by Application in 2017
Figure United States Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure Canada Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure Mexico Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Table APAC Learning Analytics Market Size by Countries (2013-2018) ($ Millions)
Table APAC Learning Analytics Market Size Market Share by Countries (2013-2018)
Figure APAC Learning Analytics Market Size Market Share by Countries in 2017
Table APAC Learning Analytics Market Size by Type (2013-2018) ($ Millions)
Table APAC Learning Analytics Market Size Market Share by Type (2013-2018)
Figure APAC Learning Analytics Market Size Market Share by Type in 2017
Table APAC Learning Analytics Market Size by Application (2013-2018) ($ Millions)
Table APAC Learning Analytics Market Size Market Share by Application (2013-2018)
Figure APAC Learning Analytics Market Size Market Share by Application in 2017
Figure China Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure Japan Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure Korea Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure Southeast Asia Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure India Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure Australia Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Table Europe Learning Analytics Market Size by Countries (2013-2018) ($ Millions)
Table Europe Learning Analytics Market Size Market Share by Countries (2013-2018)
Figure Europe Learning Analytics Market Size Market Share by Countries in 2017
Table Europe Learning Analytics Market Size by Type (2013-2018) ($ Millions)
Table Europe Learning Analytics Market Size Market Share by Type (2013-2018)
Figure Europe Learning Analytics Market Size Market Share by Type in 2017
Table Europe Learning Analytics Market Size by Application (2013-2018) ($ Millions)
Table Europe Learning Analytics Market Size Market Share by Application (2013-2018)
Figure Europe Learning Analytics Market Size Market Share by Application in 2017
Figure Germany Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure France Learning Analytics Market Size Growth 2013-2018 ($ Millions)

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Figure UK Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure Italy Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure Russia Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure Spain Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Table Middle East & Africa Learning Analytics Market Size by Countries (2013-2018) ($ Millions)
Table Middle East & Africa Learning Analytics Market Size Market Share by Countries (2013-2018)
Figure Middle East & Africa Learning Analytics Market Size Market Share by Countries in 2017
Table Middle East & Africa Learning Analytics Market Size by Type (2013-2018) ($ Millions)
Table Middle East & Africa Learning Analytics Market Size Market Share by Type (2013-2018)
Figure Middle East & Africa Learning Analytics Market Size Market Share by Type in 2017
Table Middle East & Africa Learning Analytics Market Size by Application (2013-2018) ($ Millions)
Table Middle East & Africa Learning Analytics Market Size Market Share by Application (2013-2018)
Figure Middle East & Africa Learning Analytics Market Size Market Share by Application in 2017
Figure Egypt Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure South Africa Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure Israel Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure Turkey Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure GCC Countries Learning Analytics Market Size Growth 2013-2018 ($ Millions)
Figure Global Learning Analytics arket Size Forecast (2018-2023) ($ Millions)
Table Global Learning Analytics Market Size Forecast by Regions (2018-2023) ($ Millions)
Table Global Learning Analytics Market Size Market Share Forecast by Regions
Figure Americas Learning Analytics Market Size 2018-2023 ($ Millions)
Figure APAC Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Europe Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Middle East & Africa Learning Analytics Market Size 2018-2023 ($ Millions)
Figure United States Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Canada Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Mexico Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Brazil Learning Analytics Market Size 2018-2023 ($ Millions)

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Figure China Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Japan Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Korea Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Southeast Asia Learning Analytics Market Size 2018-2023 ($ Millions)
Figure India Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Australia Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Germany Learning Analytics Market Size 2018-2023 ($ Millions)
Figure France Learning Analytics Market Size 2018-2023 ($ Millions)
Figure UK Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Italy Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Russia Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Spain Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Egypt Learning Analytics Market Size 2018-2023 ($ Millions)
Figure South Africa Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Israel Learning Analytics Market Size 2018-2023 ($ Millions)
Figure Turkey Learning Analytics Market Size 2018-2023 ($ Millions)
Figure GCC Countries Learning Analytics Market Size 2018-2023 ($ Millions)
Table Global Learning Analytics Market Size Forecast by Type (2018-2023) ($ Millions)
Table Global Learning Analytics Market Size Market Share Forecast by Type (2018-2023)
Table Global Learning Analytics Market Size Forecast by Application (2018-2023) ($ Millions)
Table Global Learning Analytics Market Size Market Share Forecast by Application (2018-2023)
Table Oracle Basic Information, Head Office, Major Market Areas and Its Competitors
Table Oracle Learning Analytics Revenue and Gross Margin (2016-2018)
Figure Oracle Learning Analytics Market Share (2016-2018)
Table Blackboard Basic Information, Head Office, Major Market Areas and Its Competitors
Table Blackboard Learning Analytics Revenue and Gross Margin (2016-2018)
Figure Blackboard Learning Analytics Market Share (2016-2018)
Table IBM Basic Information, Head Office, Major Market Areas and Its Competitors
Table IBM Learning Analytics Revenue and Gross Margin (2016-2018)
Figure IBM Learning Analytics Market Share (2016-2018)
Table Microsoft Basic Information, Head Office, Major Market Areas and Its Competitors
Table Microsoft Learning Analytics Revenue and Gross Margin (2016-2018)
Figure Microsoft Learning Analytics Market Share (2016-2018)
Table Pearson Basic Information, Head Office, Major Market Areas and Its Competitors
Table Pearson Learning Analytics Revenue and Gross Margin (2016-2018)

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Figure Pearson Learning Analytics Market Share (2016-2018)
Table Saba Software Basic Information, Head Office, Major Market Areas and Its Competitors
Table Saba Software Learning Analytics Revenue and Gross Margin (2016-2018)
Figure Saba Software Learning Analytics Market Share (2016-2018)
Table Sum Total System Basic Information, Head Office, Major Market Areas and Its Competitors
Table Sum Total System Learning Analytics Revenue and Gross Margin (2016-2018)
Figure Sum Total System Learning Analytics Market Share (2016-2018)
Table Mcgraw-Hill Education Basic Information, Head Office, Major Market Areas and Its Competitors
Table Mcgraw-Hill Education Learning Analytics Revenue and Gross Margin (2016-2018)
Figure Mcgraw-Hill Education Learning Analytics Market Share (2016-2018)
Table SAP Basic Information, Head Office, Major Market Areas and Its Competitors
Table SAP Learning Analytics Revenue and Gross Margin (2016-2018)
Figure SAP Learning Analytics Market Share (2016-2018)
Table Desire2learn Basic Information, Head Office, Major Market Areas and Its Competitors
Table Desire2learn Learning Analytics Revenue and Gross Margin (2016-2018)
Figure Desire2learn Learning Analytics Market Share (2016-2018)

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