

# Global Predictive & Prescriptive Analytics Market Research Report with Opportunities and Strategies to Boost Growth- COVID-19 Impact and Recovery

<https://marketpublishers.com/r/G5D7B118E493EN.html>

Date: February 2022

Pages: 124

Price: US\$ 3,500.00 (Single User License)

ID: G5D7B118E493EN

## Abstracts

Prescriptive analytics is the other name of business analytics, which includes descriptive and predictive analytics that seek to provide optimal recommendations during a decision making process and determines ways in which business processes should be modified.

Based on the Predictive & Prescriptive Analytics market development status, competitive landscape and development model in different regions of the world, this report is dedicated to providing niche markets, potential risks and comprehensive competitive strategy analysis in different fields. From the competitive advantages of different types of products and services, the development opportunities and consumption characteristics and structure analysis of the downstream application fields are all analyzed in detail. To Boost Growth during the epidemic era, this report analyzes in detail for the potential risks and opportunities which can be focused on.

In Chapter 2.4 of the report, we share our perspectives for the impact of COVID-19 from the long and short term.

In chapter 3.4, we provide the influence of the crisis on the industry chain, especially for marketing channels.

In chapters 8-13, we update the timely industry economic revitalization plan of the country-wise government.

Key players in the global Predictive & Prescriptive Analytics market covered in Chapter 5:

International Business Machines Corporation (IBM)

Infor Inc.

Microsoft Corporation

Angoss Software Corporation  
Oracle Corporation  
Teradata Corporation  
SAS Institute Inc.  
SAP SE  
Accenture PLC  
Salesforce.com

In Chapter 6, on the basis of types, the Predictive & Prescriptive Analytics market from 2015 to 2025 is primarily split into:

Software  
Service

In Chapter 7, on the basis of applications, the Predictive & Prescriptive Analytics market from 2015 to 2025 covers:

Human resources (HR)  
Marketing  
Sales  
Finance  
Operations

Geographically, the detailed analysis of consumption, revenue, market share and growth rate, historic and forecast (2015-2025) of the following regions are covered in Chapter 8-13:

North America (Covered in Chapter 9)  
United States  
Canada  
Mexico  
Europe (Covered in Chapter 10)  
Germany  
UK  
France  
Italy  
Spain  
Russia  
Others  
Asia-Pacific (Covered in Chapter 11)  
China  
Japan

South Korea  
Australia  
India  
South America (Covered in Chapter 12)  
Brazil  
Argentina  
Columbia  
Middle East and Africa (Covered in Chapter 13)  
UAE  
Egypt  
South Africa

Years considered for this report:

Historical Years: 2015-2019

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2020-2025

## Contents

### **1 MARKET OVERVIEW**

- 1.1 Product Definition and Market Characteristics
- 1.2 Global Predictive & Prescriptive Analytics Market Size
- 1.3 Market Segmentation
- 1.4 Global Macroeconomic Analysis
- 1.5 SWOT Analysis

### **2. MARKET DYNAMICS**

- 2.1 Market Drivers
- 2.2 Market Constraints and Challenges
- 2.3 Emerging Market Trends
- 2.4 Impact of COVID-19
  - 2.4.1 Short-term Impact
  - 2.4.2 Long-term Impact

### **3 ASSOCIATED INDUSTRY ASSESSMENT**

- 3.1 Supply Chain Analysis
- 3.2 Industry Active Participants
  - 3.2.1 Suppliers of Raw Materials
  - 3.2.2 Key Distributors/Retailers
- 3.3 Alternative Analysis
- 3.4 The Impact of Covid-19 From the Perspective of Industry Chain

### **4 MARKET COMPETITIVE LANDSCAPE**

- 4.1 Industry Leading Players
- 4.2 Industry News
  - 4.2.1 Key Product Launch News
  - 4.2.2 M&A and Expansion Plans

### **5 ANALYSIS OF LEADING COMPANIES**

- 5.1 International Business Machines Corporation (IBM)
  - 5.1.1 International Business Machines Corporation (IBM) Company Profile

- 5.1.2 International Business Machines Corporation (IBM) Business Overview
- 5.1.3 International Business Machines Corporation (IBM) Predictive & Prescriptive Analytics Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
- 5.1.4 International Business Machines Corporation (IBM) Predictive & Prescriptive Analytics Products Introduction
- 5.2 Infor Inc.
  - 5.2.1 Infor Inc. Company Profile
  - 5.2.2 Infor Inc. Business Overview
  - 5.2.3 Infor Inc. Predictive & Prescriptive Analytics Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.2.4 Infor Inc. Predictive & Prescriptive Analytics Products Introduction
- 5.3 Microsoft Corporation
  - 5.3.1 Microsoft Corporation Company Profile
  - 5.3.2 Microsoft Corporation Business Overview
  - 5.3.3 Microsoft Corporation Predictive & Prescriptive Analytics Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.3.4 Microsoft Corporation Predictive & Prescriptive Analytics Products Introduction
- 5.4 Angoss Software Corporation
  - 5.4.1 Angoss Software Corporation Company Profile
  - 5.4.2 Angoss Software Corporation Business Overview
  - 5.4.3 Angoss Software Corporation Predictive & Prescriptive Analytics Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.4.4 Angoss Software Corporation Predictive & Prescriptive Analytics Products Introduction
- 5.5 Oracle Corporation
  - 5.5.1 Oracle Corporation Company Profile
  - 5.5.2 Oracle Corporation Business Overview
  - 5.5.3 Oracle Corporation Predictive & Prescriptive Analytics Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.5.4 Oracle Corporation Predictive & Prescriptive Analytics Products Introduction
- 5.6 Teradata Corporation
  - 5.6.1 Teradata Corporation Company Profile
  - 5.6.2 Teradata Corporation Business Overview
  - 5.6.3 Teradata Corporation Predictive & Prescriptive Analytics Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)
  - 5.6.4 Teradata Corporation Predictive & Prescriptive Analytics Products Introduction
- 5.7 SAS Institute Inc.
  - 5.7.1 SAS Institute Inc. Company Profile
  - 5.7.2 SAS Institute Inc. Business Overview

5.7.3 SAS Institute Inc. Predictive & Prescriptive Analytics Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.7.4 SAS Institute Inc. Predictive & Prescriptive Analytics Products Introduction

5.8 SAP SE

5.8.1 SAP SE Company Profile

5.8.2 SAP SE Business Overview

5.8.3 SAP SE Predictive & Prescriptive Analytics Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.8.4 SAP SE Predictive & Prescriptive Analytics Products Introduction

5.9 Accenture PLC

5.9.1 Accenture PLC Company Profile

5.9.2 Accenture PLC Business Overview

5.9.3 Accenture PLC Predictive & Prescriptive Analytics Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.9.4 Accenture PLC Predictive & Prescriptive Analytics Products Introduction

5.10 Salesforce.com

5.10.1 Salesforce.com Company Profile

5.10.2 Salesforce.com Business Overview

5.10.3 Salesforce.com Predictive & Prescriptive Analytics Sales, Revenue, Average Selling Price and Gross Margin (2015-2020)

5.10.4 Salesforce.com Predictive & Prescriptive Analytics Products Introduction

## **6 MARKET ANALYSIS AND FORECAST, BY PRODUCT TYPES**

6.1 Global Predictive & Prescriptive Analytics Sales, Revenue and Market Share by Types (2015-2020)

6.1.1 Global Predictive & Prescriptive Analytics Sales and Market Share by Types (2015-2020)

6.1.2 Global Predictive & Prescriptive Analytics Revenue and Market Share by Types (2015-2020)

6.1.3 Global Predictive & Prescriptive Analytics Price by Types (2015-2020)

6.2 Global Predictive & Prescriptive Analytics Market Forecast by Types (2020-2025)

6.2.1 Global Predictive & Prescriptive Analytics Market Forecast Sales and Market Share by Types (2020-2025)

6.2.2 Global Predictive & Prescriptive Analytics Market Forecast Revenue and Market Share by Types (2020-2025)

6.3 Global Predictive & Prescriptive Analytics Sales, Price and Growth Rate by Types (2015-2020)

6.3.1 Global Predictive & Prescriptive Analytics Sales, Price and Growth Rate of

## Software

6.3.2 Global Predictive & Prescriptive Analytics Sales, Price and Growth Rate of Service

6.4 Global Predictive & Prescriptive Analytics Market Revenue and Sales Forecast, by Types (2020-2025)

6.4.1 Software Market Revenue and Sales Forecast (2020-2025)

6.4.2 Service Market Revenue and Sales Forecast (2020-2025)

## **7 MARKET ANALYSIS AND FORECAST, BY APPLICATIONS**

7.1 Global Predictive & Prescriptive Analytics Sales, Revenue and Market Share by Applications (2015-2020)

7.1.1 Global Predictive & Prescriptive Analytics Sales and Market Share by Applications (2015-2020)

7.1.2 Global Predictive & Prescriptive Analytics Revenue and Market Share by Applications (2015-2020)

7.2 Global Predictive & Prescriptive Analytics Market Forecast by Applications (2020-2025)

7.2.1 Global Predictive & Prescriptive Analytics Market Forecast Sales and Market Share by Applications (2020-2025)

7.2.2 Global Predictive & Prescriptive Analytics Market Forecast Revenue and Market Share by Applications (2020-2025)

7.3 Global Revenue, Sales and Growth Rate by Applications (2015-2020)

7.3.1 Global Predictive & Prescriptive Analytics Revenue, Sales and Growth Rate of Human resources (HR) (2015-2020)

7.3.2 Global Predictive & Prescriptive Analytics Revenue, Sales and Growth Rate of Marketing (2015-2020)

7.3.3 Global Predictive & Prescriptive Analytics Revenue, Sales and Growth Rate of Sales (2015-2020)

7.3.4 Global Predictive & Prescriptive Analytics Revenue, Sales and Growth Rate of Finance (2015-2020)

7.3.5 Global Predictive & Prescriptive Analytics Revenue, Sales and Growth Rate of Operations (2015-2020)

7.4 Global Predictive & Prescriptive Analytics Market Revenue and Sales Forecast, by Applications (2020-2025)

7.4.1 Human resources (HR) Market Revenue and Sales Forecast (2020-2025)

7.4.2 Marketing Market Revenue and Sales Forecast (2020-2025)

7.4.3 Sales Market Revenue and Sales Forecast (2020-2025)

7.4.4 Finance Market Revenue and Sales Forecast (2020-2025)



7.4.5 Operations Market Revenue and Sales Forecast (2020-2025)

## **8 MARKET ANALYSIS AND FORECAST, BY REGIONS**

8.1 Global Predictive & Prescriptive Analytics Sales by Regions (2015-2020)

8.2 Global Predictive & Prescriptive Analytics Market Revenue by Regions (2015-2020)

8.3 Global Predictive & Prescriptive Analytics Market Forecast by Regions (2020-2025)

## **9 NORTH AMERICA PREDICTIVE & PRESCRIPTIVE ANALYTICS MARKET ANALYSIS**

9.1 Market Overview and Prospect Analysis

9.2 North America Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

9.3 North America Predictive & Prescriptive Analytics Market Revenue and Growth Rate (2015-2020)

9.4 North America Predictive & Prescriptive Analytics Market Forecast

9.5 The Influence of COVID-19 on North America Market

9.6 North America Predictive & Prescriptive Analytics Market Analysis by Country

9.6.1 U.S. Predictive & Prescriptive Analytics Sales and Growth Rate

9.6.2 Canada Predictive & Prescriptive Analytics Sales and Growth Rate

9.6.3 Mexico Predictive & Prescriptive Analytics Sales and Growth Rate

## **10 EUROPE PREDICTIVE & PRESCRIPTIVE ANALYTICS MARKET ANALYSIS**

10.1 Market Overview and Prospect Analysis

10.2 Europe Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

10.3 Europe Predictive & Prescriptive Analytics Market Revenue and Growth Rate (2015-2020)

10.4 Europe Predictive & Prescriptive Analytics Market Forecast

10.5 The Influence of COVID-19 on Europe Market

10.6 Europe Predictive & Prescriptive Analytics Market Analysis by Country

10.6.1 Germany Predictive & Prescriptive Analytics Sales and Growth Rate

10.6.2 United Kingdom Predictive & Prescriptive Analytics Sales and Growth Rate

10.6.3 France Predictive & Prescriptive Analytics Sales and Growth Rate

10.6.4 Italy Predictive & Prescriptive Analytics Sales and Growth Rate

10.6.5 Spain Predictive & Prescriptive Analytics Sales and Growth Rate

10.6.6 Russia Predictive & Prescriptive Analytics Sales and Growth Rate



## **11 ASIA-PACIFIC PREDICTIVE & PRESCRIPTIVE ANALYTICS MARKET ANALYSIS**

11.1 Market Overview and Prospect Analysis

11.2 Asia-Pacific Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

11.3 Asia-Pacific Predictive & Prescriptive Analytics Market Revenue and Growth Rate (2015-2020)

11.4 Asia-Pacific Predictive & Prescriptive Analytics Market Forecast

11.5 The Influence of COVID-19 on Asia Pacific Market

11.6 Asia-Pacific Predictive & Prescriptive Analytics Market Analysis by Country

11.6.1 China Predictive & Prescriptive Analytics Sales and Growth Rate

11.6.2 Japan Predictive & Prescriptive Analytics Sales and Growth Rate

11.6.3 South Korea Predictive & Prescriptive Analytics Sales and Growth Rate

11.6.4 Australia Predictive & Prescriptive Analytics Sales and Growth Rate

11.6.5 India Predictive & Prescriptive Analytics Sales and Growth Rate

## **12 SOUTH AMERICA PREDICTIVE & PRESCRIPTIVE ANALYTICS MARKET ANALYSIS**

12.1 Market Overview and Prospect Analysis

12.2 South America Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

12.3 South America Predictive & Prescriptive Analytics Market Revenue and Growth Rate (2015-2020)

12.4 South America Predictive & Prescriptive Analytics Market Forecast

12.5 The Influence of COVID-19 on South America Market

12.6 South America Predictive & Prescriptive Analytics Market Analysis by Country

12.6.1 Brazil Predictive & Prescriptive Analytics Sales and Growth Rate

12.6.2 Argentina Predictive & Prescriptive Analytics Sales and Growth Rate

12.6.3 Columbia Predictive & Prescriptive Analytics Sales and Growth Rate

## **13 MIDDLE EAST AND AFRICA PREDICTIVE & PRESCRIPTIVE ANALYTICS MARKET ANALYSIS**

13.1 Market Overview and Prospect Analysis

13.2 Middle East and Africa Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

13.3 Middle East and Africa Predictive & Prescriptive Analytics Market Revenue and

Growth Rate (2015-2020)

13.4 Middle East and Africa Predictive & Prescriptive Analytics Market Forecast

13.5 The Influence of COVID-19 on Middle East and Africa Market

13.6 Middle East and Africa Predictive & Prescriptive Analytics Market Analysis by Country

13.6.1 UAE Predictive & Prescriptive Analytics Sales and Growth Rate

13.6.2 Egypt Predictive & Prescriptive Analytics Sales and Growth Rate

13.6.3 South Africa Predictive & Prescriptive Analytics Sales and Growth Rate

## **14 CONCLUSIONS AND RECOMMENDATIONS**

14.1 Key Market Findings and Prospects

14.2 Advice for Investors

## **15 APPENDIX**

15.1 Methodology

15.2 Research Data Source

## List Of Tables

### LIST OF TABLES AND FIGURES

Figure Product Picture

Figure Global Predictive & Prescriptive Analytics Market Size and Growth Rate 2015-2025

Table Predictive & Prescriptive Analytics Key Market Segments

Figure Global Predictive & Prescriptive Analytics Market Revenue (\$) Segment by Type from 2015-2020

Figure Global Predictive & Prescriptive Analytics Market Revenue (\$) Segment by Applications from 2015-2020

Table SWOT Analysis

Figure Global COVID-19 Status

Figure Supply Chain

Table Major Players Headquarters, and Service Area of Predictive & Prescriptive Analytics

Table Major Players Revenue in 2019

Figure Major Players Revenue Share in 2019

Table International Business Machines Corporation (IBM) Company Profile

Table International Business Machines Corporation (IBM) Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure International Business Machines Corporation (IBM) Production and Growth Rate

Figure International Business Machines Corporation (IBM) Market Revenue (\$) Market Share 2015-2020

Table Infor Inc. Company Profile

Table Infor Inc. Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Infor Inc. Production and Growth Rate

Figure Infor Inc. Market Revenue (\$) Market Share 2015-2020

Table Microsoft Corporation Company Profile

Table Microsoft Corporation Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Microsoft Corporation Production and Growth Rate

Figure Microsoft Corporation Market Revenue (\$) Market Share 2015-2020

Table Angoss Software Corporation Company Profile

Table Angoss Software Corporation Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Angoss Software Corporation Production and Growth Rate

Figure Angoss Software Corporation Market Revenue (\$) Market Share 2015-2020

Table Oracle Corporation Company Profile

Table Oracle Corporation Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Oracle Corporation Production and Growth Rate

Figure Oracle Corporation Market Revenue (\$) Market Share 2015-2020

Table Teradata Corporation Company Profile

Table Teradata Corporation Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Teradata Corporation Production and Growth Rate

Figure Teradata Corporation Market Revenue (\$) Market Share 2015-2020

Table SAS Institute Inc. Company Profile

Table SAS Institute Inc. Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure SAS Institute Inc. Production and Growth Rate

Figure SAS Institute Inc. Market Revenue (\$) Market Share 2015-2020

Table SAP SE Company Profile

Table SAP SE Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure SAP SE Production and Growth Rate

Figure SAP SE Market Revenue (\$) Market Share 2015-2020

Table Accenture PLC Company Profile

Table Accenture PLC Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Accenture PLC Production and Growth Rate

Figure Accenture PLC Market Revenue (\$) Market Share 2015-2020

Table Salesforce.com Company Profile

Table Salesforce.com Sales, Revenue (US\$ Million), Average Selling Price and Gross Margin (2015-2020)

Figure Salesforce.com Production and Growth Rate

Figure Salesforce.com Market Revenue (\$) Market Share 2015-2020

Table Global Predictive & Prescriptive Analytics Sales by Types (2015-2020)

Table Global Predictive & Prescriptive Analytics Sales Share by Types (2015-2020)

Table Global Predictive & Prescriptive Analytics Revenue (\$) by Types (2015-2020)

Table Global Predictive & Prescriptive Analytics Revenue Share by Types (2015-2020)

Table Global Predictive & Prescriptive Analytics Price (\$) by Types (2015-2020)

Table Global Predictive & Prescriptive Analytics Market Forecast Sales by Types (2020-2025)

Table Global Predictive & Prescriptive Analytics Market Forecast Sales Share by Types

(2020-2025)

Table Global Predictive & Prescriptive Analytics Market Forecast Revenue (\$) by Types (2020-2025)

Table Global Predictive & Prescriptive Analytics Market Forecast Revenue Share by Types (2020-2025)

Figure Global Software Sales and Growth Rate (2015-2020)

Figure Global Software Price (2015-2020)

Figure Global Service Sales and Growth Rate (2015-2020)

Figure Global Service Price (2015-2020)

Figure Global Predictive & Prescriptive Analytics Market Revenue (\$) and Growth Rate Forecast of Software (2020-2025)

Figure Global Predictive & Prescriptive Analytics Sales and Growth Rate Forecast of Software (2020-2025)

Figure Global Predictive & Prescriptive Analytics Market Revenue (\$) and Growth Rate Forecast of Service (2020-2025)

Figure Global Predictive & Prescriptive Analytics Sales and Growth Rate Forecast of Service (2020-2025)

Table Global Predictive & Prescriptive Analytics Sales by Applications (2015-2020)

Table Global Predictive & Prescriptive Analytics Sales Share by Applications (2015-2020)

Table Global Predictive & Prescriptive Analytics Revenue (\$) by Applications (2015-2020)

Table Global Predictive & Prescriptive Analytics Revenue Share by Applications (2015-2020)

Table Global Predictive & Prescriptive Analytics Market Forecast Sales by Applications (2020-2025)

Table Global Predictive & Prescriptive Analytics Market Forecast Sales Share by Applications (2020-2025)

Table Global Predictive & Prescriptive Analytics Market Forecast Revenue (\$) by Applications (2020-2025)

Table Global Predictive & Prescriptive Analytics Market Forecast Revenue Share by Applications (2020-2025)

Figure Global Human resources (HR) Sales and Growth Rate (2015-2020)

Figure Global Human resources (HR) Price (2015-2020)

Figure Global Marketing Sales and Growth Rate (2015-2020)

Figure Global Marketing Price (2015-2020)

Figure Global Sales Sales and Growth Rate (2015-2020)

Figure Global Sales Price (2015-2020)

Figure Global Finance Sales and Growth Rate (2015-2020)

Figure Global Finance Price (2015-2020)

Figure Global Operations Sales and Growth Rate (2015-2020)

Figure Global Operations Price (2015-2020)

Figure Global Predictive & Prescriptive Analytics Market Revenue (\$) and Growth Rate

Forecast of Human resources (HR) (2020-2025)

Figure Global Predictive & Prescriptive Analytics Sales and Growth Rate Forecast of Human resources (HR) (2020-2025)

Figure Global Predictive & Prescriptive Analytics Market Revenue (\$) and Growth Rate Forecast of Marketing (2020-2025)

Figure Global Predictive & Prescriptive Analytics Sales and Growth Rate Forecast of Marketing (2020-2025)

Figure Global Predictive & Prescriptive Analytics Market Revenue (\$) and Growth Rate Forecast of Sales (2020-2025)

Figure Global Predictive & Prescriptive Analytics Sales and Growth Rate Forecast of Sales (2020-2025)

Figure Global Predictive & Prescriptive Analytics Market Revenue (\$) and Growth Rate Forecast of Finance (2020-2025)

Figure Global Predictive & Prescriptive Analytics Sales and Growth Rate Forecast of Finance (2020-2025)

Figure Global Predictive & Prescriptive Analytics Market Revenue (\$) and Growth Rate Forecast of Operations (2020-2025)

Figure Global Predictive & Prescriptive Analytics Sales and Growth Rate Forecast of Operations (2020-2025)

Figure Global Predictive & Prescriptive Analytics Sales and Growth Rate (2015-2020)

Table Global Predictive & Prescriptive Analytics Sales by Regions (2015-2020)

Table Global Predictive & Prescriptive Analytics Sales Market Share by Regions (2015-2020)

Figure Global Predictive & Prescriptive Analytics Sales Market Share by Regions in 2019

Figure Global Predictive & Prescriptive Analytics Revenue and Growth Rate (2015-2020)

Table Global Predictive & Prescriptive Analytics Revenue by Regions (2015-2020)

Table Global Predictive & Prescriptive Analytics Revenue Market Share by Regions (2015-2020)

Figure Global Predictive & Prescriptive Analytics Revenue Market Share by Regions in 2019

Table Global Predictive & Prescriptive Analytics Market Forecast Sales by Regions (2020-2025)

Table Global Predictive & Prescriptive Analytics Market Forecast Sales Share by



Regions (2020-2025)

Table Global Predictive & Prescriptive Analytics Market Forecast Revenue (\$) by Regions (2020-2025)

Table Global Predictive & Prescriptive Analytics Market Forecast Revenue Share by Regions (2020-2025)

Figure North America Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

Figure North America Predictive & Prescriptive Analytics Market Revenue and Growth Rate (2015-2020)

Figure North America Predictive & Prescriptive Analytics Market Forecast Sales (2020-2025)

Figure North America Predictive & Prescriptive Analytics Market Forecast Revenue (\$) (2020-2025)

Figure North America COVID-19 Status

Figure U.S. Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

Figure Canada Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

Figure Mexico Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

Figure Europe Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

Figure Europe Predictive & Prescriptive Analytics Market Revenue and Growth Rate (2015-2020)

Figure Europe Predictive & Prescriptive Analytics Market Forecast Sales (2020-2025)

Figure Europe Predictive & Prescriptive Analytics Market Forecast Revenue (\$) (2020-2025)

Figure Europe COVID-19 Status

Figure Germany Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

Figure United Kingdom Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

Figure France Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

Figure Italy Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

Figure Spain Predictive & Prescriptive Analytics Market Sales and Growth Rate (2015-2020)

Figure Russia Predictive & Prescriptive Analytics Market Sales and Growth Rate



(2015-2020)

Figure Asia-Pacific Predictive & Prescriptive Analytics Market Sales and Growth Rate

(2015-2020)

Figure Asia-Pacific Predictive & Prescriptive Analytics Market Revenue and Growth

Rate (2015-2020)

Figure Asia-Pacific Predictive & Prescriptive Analytics Market Forecast Sales

(2020-2025)

Figure Asia-Pacific Predictive & Prescriptive Analytics Market Forecast Revenue (\$)

(2020-2025)

Figure Asia Pacific COVID-19 Status

Figure China Predictive & Prescriptive Analytics Market Sales and Growth Rate

(2015-2020)

Figure Japan Predictive & Prescriptive Analytics Market Sales and Growth Rate

(2015-2020)

Figure South Korea Predictive & Prescriptive Analytics Market Sales and Growth Rate

(2015-2020)

Figure Australia Predictive & Prescriptive Analytics Market Sales and Growth Rate

(2015-2020)

Figure India Predictive & Prescriptive Analytics Market Sales and Growth Rate

(2015-2020)

Figure South America Predictive & Prescriptive Analytics Market Sales and Growth

Rate (2015-2020)

Figure South America Predictive & Prescriptive Analytics Market Revenue and Growth

Rate (2015-2020)

Figure South America Predictive & Prescriptive Analytics Market Forecast Sales

(2020-2025)

Figure South America Predictive & Prescriptive Analytics Market Forecast Revenue (\$)

(2020-2025)

Figure Brazil Predictive & Prescriptive Analytics Market Sales and Growth Rate

(2015-2020)

Figure Argentina Predictive & Prescriptive Analytics Market Sales and Growth Rate

(2015-2020)

Figure Columbia Predictive & Prescriptive Analytics Market Sales and Growth Rate

(2015-2020)

Figure Middle East and Africa Predictive & Prescriptive Analytics Market Sales and

Growth Rate (2015-2020)

Figure Middle East and Africa Predictive & Prescriptive Analytics Market Revenue and

Growth Rate (2015-2020)

Figure Middle East and Africa Predictive & Prescriptive Analytics Market Forecast Sales

(2020-2025)

Figure Middle East and Africa Predictive & Prescriptive Analytics Market Forecast  
Revenue (\$) (2020-2025)

Figure UAE Predictive & Prescriptive Analytics Market Sales and Growth Rate  
(2015-2020)

Figure Egypt Predictive & Prescriptive Analytics Market Sales and Growth Rate  
(2015-2020)

Figure South Africa Predictive & Prescriptive Analytics Market Sales and Growth Rate  
(2015-2020)

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