

# Vendor Comparison in Predictive Analytics 2016: MnM DIVE Matrix

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## Abstracts

The vendor comparison report on predictive analytics based on MnM DIVE methodology covers a detailed study of the major players offering predictive analytics solutions. The key 10 vendors of predictive analytics were analyzed on the basis of their product offering and business strategy. The vendors were shortlisted based on their solution capabilities, technology innovations, industry coverage, viability, breadth of product offering and others.

The report will help the stakeholders such as predictive analytics vendors, technology partners, system integrators, consultants, distributors, and value-added resellers to make business strategies and decisions on the deployment of predictive analytics solutions.

MarketsandMarkets defines predictive analytics as a technology for predicting the future outcomes, on the basis of analyzing either historical data or present data. It helps in determining the trends and patterns within the data that is beneficial for organizations to estimate and make predictions about the future and take appropriate actions according to the predicted results. Predictive analytics solutions comprises an array of capabilities including automated analytics, advanced visualization, predictive scoring, big data analytics, R integration, risk management and other capabilities.

### Vendors Evaluated

The report covers the comprehensive study of the key vendors offering solutions for predictive analytics. We have evaluated the following 10 key vendors:

Alpine Data Labs

Alteryx, Inc.

Angoss Software Corporation

Birst

Fair Isaac Corporation (FICO)

IBM Corporation

RapidMiner

SAS Institute

Tableau Software

TIBCO Software, Inc.

## Vendor Inclusion Criteria

We have selected the 10 vendors for evaluations based on their breadth of product offering and robust business strategy. The focus of our vendor evaluation is based on the product they offer in the predictive analytics market. A comprehensive list of all the vendors in this market was created through a product mapping strategy and MarketsandMarkets analysis. Based on their capabilities, innovations, and breadth of product offering, vendors were shortlisted. Our selected vendor mix includes companies from tier 1 to tier 4 and covers the whole market comprehensively.

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