

Advanced Analytics Service Software Market, Global Outlook and Forecast 2022-2028

<https://marketpublishers.com/r/AFA4F54E708AEN.html>

Date: March 2022

Pages: 69

Price: US\$ 3,250.00 (Single User License)

ID: AFA4F54E708AEN

Abstracts

Marketing analytics skills are among the most important capabilities in the marketing organization, yet it remains difficult to recruit, hire and retain people with strong skills to support in-house teams. Most marketing teams still struggle with a skills gap in this domain. As a result, marketers seek to augment internal teams by using advanced analytics service providers that offer third-party expert resources, proprietary methodologies and models, and even managed technology to help marketers tackle some of their toughest challenges.

This report contains market size and forecasts of Advanced Analytics Service Software in Global, including the following market information:

Global Advanced Analytics Service Software Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global top five companies in 2021 (%)

The global Advanced Analytics Service Software market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Cloud-Based Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Advanced Analytics Service Software include Nielsen,

Analytic Partners, Avanade, Mindtree, LatentView Analytics, Deloitte, Marketing Management Analytics, IRI and Mu Sigma and etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Advanced Analytics Service Software companies, and industry experts on this industry, involving the revenue, demand, product type, recent developments and plans, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Advanced Analytics Service Software Market, by Type, 2017-2022, 2023-2028 (\$ millions)

Global Advanced Analytics Service Software Market Segment Percentages, by Type, 2021 (%)

Cloud-Based

On-Premises

Global Advanced Analytics Service Software Market, by Application, 2017-2022, 2023-2028 (\$ millions)

Global Advanced Analytics Service Software Market Segment Percentages, by Application, 2021 (%)

Large Enterprises(1000+ Users)

Medium-Sized Enterprise(499-1000 Users)

Small Enterprises(1-499 Users)

Global Advanced Analytics Service Software Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions)

Global Advanced Analytics Service Software Market Segment Percentages, By Region

and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Advanced Analytics Service Software revenues in global market, 2017-2022 (estimated), (\$ millions)

Key companies Advanced Analytics Service Software revenues share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

Nielsen

Analytic Partners

Avanade

Mindtree

LatentView Analytics

Deloitte

Marketing Management Analytics

IRI

Mu Sigma

Acxiom

Contents

1 INTRODUCTION TO RESEARCH & ANALYSIS REPORTS

- 1.1 Advanced Analytics Service Software Market Definition
- 1.2 Market Segments
 - 1.2.1 Market by Type
 - 1.2.2 Market by Application
- 1.3 Global Advanced Analytics Service Software Market Overview
- 1.4 Features & Benefits of This Report
- 1.5 Methodology & Sources of Information
 - 1.5.1 Research Methodology
 - 1.5.2 Research Process
 - 1.5.3 Base Year
 - 1.5.4 Report Assumptions & Caveats

2 GLOBAL ADVANCED ANALYTICS SERVICE SOFTWARE OVERALL MARKET SIZE

- 2.1 Global Advanced Analytics Service Software Market Size: 2021 VS 2028
- 2.2 Global Advanced Analytics Service Software Market Size, Prospects & Forecasts: 2017-2028
- 2.3 Key Market Trends, Opportunity, Drivers and Restraints
 - 2.3.1 Market Opportunities & Trends
 - 2.3.2 Market Drivers
 - 2.3.3 Market Restraints

3 COMPANY LANDSCAPE

- 3.1 Top Advanced Analytics Service Software Players in Global Market
- 3.2 Top Global Advanced Analytics Service Software Companies Ranked by Revenue
- 3.3 Global Advanced Analytics Service Software Revenue by Companies
- 3.4 Top 3 and Top 5 Advanced Analytics Service Software Companies in Global Market, by Revenue in 2021
- 3.5 Global Companies Advanced Analytics Service Software Product Type
- 3.6 Tier 1, Tier 2 and Tier 3 Advanced Analytics Service Software Players in Global Market
 - 3.6.1 List of Global Tier 1 Advanced Analytics Service Software Companies
 - 3.6.2 List of Global Tier 2 and Tier 3 Advanced Analytics Service Software Companies

4 MARKET SIGHTS BY PRODUCT

4.1 Overview

4.1.1 by Type - Global Advanced Analytics Service Software Market Size Markets, 2021 & 2028

4.1.2 Cloud-Based

4.1.3 On-Premises

4.2 By Type - Global Advanced Analytics Service Software Revenue & Forecasts

4.2.1 By Type - Global Advanced Analytics Service Software Revenue, 2017-2022

4.2.2 By Type - Global Advanced Analytics Service Software Revenue, 2023-2028

4.2.3 By Type - Global Advanced Analytics Service Software Revenue Market Share, 2017-2028

5 SIGHTS BY APPLICATION

5.1 Overview

5.1.1 By Application - Global Advanced Analytics Service Software Market Size, 2021 & 2028

5.1.2 Large Enterprises(1000+ Users)

5.1.3 Medium-Sized Enterprise(499-1000 Users)

5.1.4 Small Enterprises(1-499 Users)

5.2 By Application - Global Advanced Analytics Service Software Revenue & Forecasts

5.2.1 By Application - Global Advanced Analytics Service Software Revenue, 2017-2022

5.2.2 By Application - Global Advanced Analytics Service Software Revenue, 2023-2028

5.2.3 By Application - Global Advanced Analytics Service Software Revenue Market Share, 2017-2028

6 SIGHTS BY REGION

6.1 By Region - Global Advanced Analytics Service Software Market Size, 2021 & 2028

6.2 By Region - Global Advanced Analytics Service Software Revenue & Forecasts

6.2.1 By Region - Global Advanced Analytics Service Software Revenue, 2017-2022

6.2.2 By Region - Global Advanced Analytics Service Software Revenue, 2023-2028

6.2.3 By Region - Global Advanced Analytics Service Software Revenue Market Share, 2017-2028

6.3 North America

6.3.1 By Country - North America Advanced Analytics Service Software Revenue, 2017-2028

6.3.2 US Advanced Analytics Service Software Market Size, 2017-2028

6.3.3 Canada Advanced Analytics Service Software Market Size, 2017-2028

6.3.4 Mexico Advanced Analytics Service Software Market Size, 2017-2028

6.4 Europe

6.4.1 By Country - Europe Advanced Analytics Service Software Revenue, 2017-2028

6.4.2 Germany Advanced Analytics Service Software Market Size, 2017-2028

6.4.3 France Advanced Analytics Service Software Market Size, 2017-2028

6.4.4 U.K. Advanced Analytics Service Software Market Size, 2017-2028

6.4.5 Italy Advanced Analytics Service Software Market Size, 2017-2028

6.4.6 Russia Advanced Analytics Service Software Market Size, 2017-2028

6.4.7 Nordic Countries Advanced Analytics Service Software Market Size, 2017-2028

6.4.8 Benelux Advanced Analytics Service Software Market Size, 2017-2028

6.5 Asia

6.5.1 By Region - Asia Advanced Analytics Service Software Revenue, 2017-2028

6.5.2 China Advanced Analytics Service Software Market Size, 2017-2028

6.5.3 Japan Advanced Analytics Service Software Market Size, 2017-2028

6.5.4 South Korea Advanced Analytics Service Software Market Size, 2017-2028

6.5.5 Southeast Asia Advanced Analytics Service Software Market Size, 2017-2028

6.5.6 India Advanced Analytics Service Software Market Size, 2017-2028

6.6 South America

6.6.1 By Country - South America Advanced Analytics Service Software Revenue, 2017-2028

6.6.2 Brazil Advanced Analytics Service Software Market Size, 2017-2028

6.6.3 Argentina Advanced Analytics Service Software Market Size, 2017-2028

6.7 Middle East & Africa

6.7.1 By Country - Middle East & Africa Advanced Analytics Service Software Revenue, 2017-2028

6.7.2 Turkey Advanced Analytics Service Software Market Size, 2017-2028

6.7.3 Israel Advanced Analytics Service Software Market Size, 2017-2028

6.7.4 Saudi Arabia Advanced Analytics Service Software Market Size, 2017-2028

6.7.5 UAE Advanced Analytics Service Software Market Size, 2017-2028

7 PLAYERS PROFILES

7.1 Nielsen

7.1.1 Nielsen Corporate Summary

7.1.2 Nielsen Business Overview

- 7.1.3 Nielsen Advanced Analytics Service Software Major Product Offerings
- 7.1.4 Nielsen Advanced Analytics Service Software Revenue in Global Market (2017-2022)
- 7.1.5 Nielsen Key News
- 7.2 Analytic Partners
 - 7.2.1 Analytic Partners Corporate Summary
 - 7.2.2 Analytic Partners Business Overview
 - 7.2.3 Analytic Partners Advanced Analytics Service Software Major Product Offerings
 - 7.2.4 Analytic Partners Advanced Analytics Service Software Revenue in Global Market (2017-2022)
 - 7.2.5 Analytic Partners Key News
- 7.3 Avanade
 - 7.3.1 Avanade Corporate Summary
 - 7.3.2 Avanade Business Overview
 - 7.3.3 Avanade Advanced Analytics Service Software Major Product Offerings
 - 7.3.4 Avanade Advanced Analytics Service Software Revenue in Global Market (2017-2022)
 - 7.3.5 Avanade Key News
- 7.4 Mindtree
 - 7.4.1 Mindtree Corporate Summary
 - 7.4.2 Mindtree Business Overview
 - 7.4.3 Mindtree Advanced Analytics Service Software Major Product Offerings
 - 7.4.4 Mindtree Advanced Analytics Service Software Revenue in Global Market (2017-2022)
 - 7.4.5 Mindtree Key News
- 7.5 LatentView Analytics
 - 7.5.1 LatentView Analytics Corporate Summary
 - 7.5.2 LatentView Analytics Business Overview
 - 7.5.3 LatentView Analytics Advanced Analytics Service Software Major Product Offerings
 - 7.5.4 LatentView Analytics Advanced Analytics Service Software Revenue in Global Market (2017-2022)
 - 7.5.5 LatentView Analytics Key News
- 7.6 Deloitte
 - 7.6.1 Deloitte Corporate Summary
 - 7.6.2 Deloitte Business Overview
 - 7.6.3 Deloitte Advanced Analytics Service Software Major Product Offerings
 - 7.6.4 Deloitte Advanced Analytics Service Software Revenue in Global Market (2017-2022)

7.6.5 Deloitte Key News

7.7 Marketing Management Analytics

7.7.1 Marketing Management Analytics Corporate Summary

7.7.2 Marketing Management Analytics Business Overview

7.7.3 Marketing Management Analytics Advanced Analytics Service Software Major Product Offerings

7.7.4 Marketing Management Analytics Advanced Analytics Service Software Revenue in Global Market (2017-2022)

7.7.5 Marketing Management Analytics Key News

7.8 IRI

7.8.1 IRI Corporate Summary

7.8.2 IRI Business Overview

7.8.3 IRI Advanced Analytics Service Software Major Product Offerings

7.8.4 IRI Advanced Analytics Service Software Revenue in Global Market (2017-2022)

7.8.5 IRI Key News

7.9 Mu Sigma

7.9.1 Mu Sigma Corporate Summary

7.9.2 Mu Sigma Business Overview

7.9.3 Mu Sigma Advanced Analytics Service Software Major Product Offerings

7.9.4 Mu Sigma Advanced Analytics Service Software Revenue in Global Market (2017-2022)

7.9.5 Mu Sigma Key News

7.10 Acxiom

7.10.1 Acxiom Corporate Summary

7.10.2 Acxiom Business Overview

7.10.3 Acxiom Advanced Analytics Service Software Major Product Offerings

7.10.4 Acxiom Advanced Analytics Service Software Revenue in Global Market (2017-2022)

7.10.5 Acxiom Key News

8 CONCLUSION

9 APPENDIX

9.1 Note

9.2 Examples of Clients

9.3 Disclaimer

List Of Tables

LIST OF TABLES

- Table 1. Advanced Analytics Service Software Market Opportunities & Trends in Global Market
- Table 2. Advanced Analytics Service Software Market Drivers in Global Market
- Table 3. Advanced Analytics Service Software Market Restraints in Global Market
- Table 4. Key Players of Advanced Analytics Service Software in Global Market
- Table 5. Top Advanced Analytics Service Software Players in Global Market, Ranking by Revenue (2021)
- Table 6. Global Advanced Analytics Service Software Revenue by Companies, (US\$, Mn), 2017-2022
- Table 7. Global Advanced Analytics Service Software Revenue Share by Companies, 2017-2022
- Table 8. Global Companies Advanced Analytics Service Software Product Type
- Table 9. List of Global Tier 1 Advanced Analytics Service Software Companies, Revenue (US\$, Mn) in 2021 and Market Share
- Table 10. List of Global Tier 2 and Tier 3 Advanced Analytics Service Software Companies, Revenue (US\$, Mn) in 2021 and Market Share
- Table 11. By Type – Global Advanced Analytics Service Software Revenue, (US\$, Mn), 2021 & 2028
- Table 12. By Type - Advanced Analytics Service Software Revenue in Global (US\$, Mn), 2017-2022
- Table 13. By Type - Advanced Analytics Service Software Revenue in Global (US\$, Mn), 2023-2028
- Table 14. By Application – Global Advanced Analytics Service Software Revenue, (US\$, Mn), 2021 & 2028
- Table 15. By Application - Advanced Analytics Service Software Revenue in Global (US\$, Mn), 2017-2022
- Table 16. By Application - Advanced Analytics Service Software Revenue in Global (US\$, Mn), 2023-2028
- Table 17. By Region – Global Advanced Analytics Service Software Revenue, (US\$, Mn), 2021 & 2028
- Table 18. By Region - Global Advanced Analytics Service Software Revenue (US\$, Mn), 2017-2022
- Table 19. By Region - Global Advanced Analytics Service Software Revenue (US\$, Mn), 2023-2028
- Table 20. By Country - North America Advanced Analytics Service Software Revenue,

(US\$, Mn), 2017-2022

Table 21. By Country - North America Advanced Analytics Service Software Revenue, (US\$, Mn), 2023-2028

Table 22. By Country - Europe Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2022

Table 23. By Country - Europe Advanced Analytics Service Software Revenue, (US\$, Mn), 2023-2028

Table 24. By Region - Asia Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2022

Table 25. By Region - Asia Advanced Analytics Service Software Revenue, (US\$, Mn), 2023-2028

Table 26. By Country - South America Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2022

Table 27. By Country - South America Advanced Analytics Service Software Revenue, (US\$, Mn), 2023-2028

Table 28. By Country - Middle East & Africa Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2022

Table 29. By Country - Middle East & Africa Advanced Analytics Service Software Revenue, (US\$, Mn), 2023-2028

Table 30. Nielsen Corporate Summary

Table 31. Nielsen Advanced Analytics Service Software Product Offerings

Table 32. Nielsen Advanced Analytics Service Software Revenue (US\$, Mn), (2017-2022)

Table 33. Analytic Partners Corporate Summary

Table 34. Analytic Partners Advanced Analytics Service Software Product Offerings

Table 35. Analytic Partners Advanced Analytics Service Software Revenue (US\$, Mn), (2017-2022)

Table 36. Avanade Corporate Summary

Table 37. Avanade Advanced Analytics Service Software Product Offerings

Table 38. Avanade Advanced Analytics Service Software Revenue (US\$, Mn), (2017-2022)

Table 39. Mindtree Corporate Summary

Table 40. Mindtree Advanced Analytics Service Software Product Offerings

Table 41. Mindtree Advanced Analytics Service Software Revenue (US\$, Mn), (2017-2022)

Table 42. LatentView Analytics Corporate Summary

Table 43. LatentView Analytics Advanced Analytics Service Software Product Offerings

Table 44. LatentView Analytics Advanced Analytics Service Software Revenue (US\$, Mn), (2017-2022)

Table 45. Deloitte Corporate Summary

Table 46. Deloitte Advanced Analytics Service Software Product Offerings

Table 47. Deloitte Advanced Analytics Service Software Revenue (US\$, Mn),
(2017-2022)

Table 48. Marketing Management Analytics Corporate Summary

Table 49. Marketing Management Analytics Advanced Analytics Service Software
Product Offerings

Table 50. Marketing Management Analytics Advanced Analytics Service Software
Revenue (US\$, Mn), (2017-2022)

Table 51. IRI Corporate Summary

Table 52. IRI Advanced Analytics Service Software Product Offerings

Table 53. IRI Advanced Analytics Service Software Revenue (US\$, Mn), (2017-2022)

Table 54. Mu Sigma Corporate Summary

Table 55. Mu Sigma Advanced Analytics Service Software Product Offerings

Table 56. Mu Sigma Advanced Analytics Service Software Revenue (US\$, Mn),
(2017-2022)

Table 57. Acxiom Corporate Summary

Table 58. Acxiom Advanced Analytics Service Software Product Offerings

Table 59. Acxiom Advanced Analytics Service Software Revenue (US\$, Mn),
(2017-2022)

List Of Figures

LIST OF FIGURES

- Figure 1. Advanced Analytics Service Software Segment by Type in 2021
- Figure 2. Advanced Analytics Service Software Segment by Application in 2021
- Figure 3. Global Advanced Analytics Service Software Market Overview: 2021
- Figure 4. Key Caveats
- Figure 5. Global Advanced Analytics Service Software Market Size: 2021 VS 2028 (US\$, Mn)
- Figure 6. Global Advanced Analytics Service Software Revenue, 2017-2028 (US\$, Mn)
- Figure 7. The Top 3 and 5 Players Market Share by Advanced Analytics Service Software Revenue in 2021
- Figure 8. By Type - Global Advanced Analytics Service Software Revenue Market Share, 2017-2028
- Figure 9. By Application - Global Advanced Analytics Service Software Revenue Market Share, 2017-2028
- Figure 10. By Region - Global Advanced Analytics Service Software Revenue Market Share, 2017-2028
- Figure 11. By Country - North America Advanced Analytics Service Software Revenue Market Share, 2017-2028
- Figure 12. US Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028
- Figure 13. Canada Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028
- Figure 14. Mexico Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028
- Figure 15. By Country - Europe Advanced Analytics Service Software Revenue Market Share, 2017-2028
- Figure 16. Germany Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028
- Figure 17. France Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028
- Figure 18. U.K. Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028
- Figure 19. Italy Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028
- Figure 20. Russia Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028
- Figure 21. Nordic Countries Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028
- Figure 22. Benelux Advanced Analytics Service Software Revenue, (US\$, Mn),

2017-2028

Figure 23. By Region - Asia Advanced Analytics Service Software Revenue Market Share, 2017-2028

Figure 24. China Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028

Figure 25. Japan Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028

Figure 26. South Korea Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028

Figure 27. Southeast Asia Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028

Figure 28. India Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028

Figure 29. By Country - South America Advanced Analytics Service Software Revenue Market Share, 2017-2028

Figure 30. Brazil Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028

Figure 31. Argentina Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028

Figure 32. By Country - Middle East & Africa Advanced Analytics Service Software Revenue Market Share, 2017-2028

Figure 33. Turkey Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028

Figure 34. Israel Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028

Figure 35. Saudi Arabia Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028

Figure 36. UAE Advanced Analytics Service Software Revenue, (US\$, Mn), 2017-2028

Figure 37. Nielsen Advanced Analytics Service Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 38. Analytic Partners Advanced Analytics Service Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 39. Avanade Advanced Analytics Service Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 40. Mindtree Advanced Analytics Service Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 41. LatentView Analytics Advanced Analytics Service Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 42. Deloitte Advanced Analytics Service Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 43. Marketing Management Analytics Advanced Analytics Service Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 44. IRI Advanced Analytics Service Software Revenue Year Over Year Growth

(US\$, Mn) & (2017-2022)

Figure 45. Mu Sigma Advanced Analytics Service Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

Figure 46. Acxiom Advanced Analytics Service Software Revenue Year Over Year Growth (US\$, Mn) & (2017-2022)

I would like to order

Product name: Advanced Analytics Service Software Market, Global Outlook and Forecast 2022-2028

Product link: <https://marketpublishers.com/r/AFA4F54E708AEN.html>

Price: US\$ 3,250.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AFA4F54E708AEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970