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North America Predictive Analytics Market by Application (Customer Analytics, Marketing Analytics, Operation & Workforce Management), by Vertical (BFSI, Consumer Goods & Retail, Telecommunication & IT, Healthcare) - Analysis & Forecast to 2019

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Abstracts

Predictive analytics is a method of extracting relevant information from past data which helps to identify trends and predicts future outcomes. Predictive analytics solutions help organizations in improving their decision-making process by determining the trends with the help of data mining, regression, clustering, and others. The North American market holds up the maximum share in the global predictive analytics market. The technological advancements and massive amount of data deluge faced by the companies have acted as the major drivers for the predictive analytics in the region. The growth of this market was valued at $761.3 million and is expected to reach $2,276.4 million by 2019 at a CAGR of 24.5% from 2014 - 2019.

In this report, the predictive analytics market covers application segments such as customer analytics, marketing analytics, risk analytics, fraud analytics, network analytics, operations & workforce management and others. The customer analytics segment contributes to the highest share among applications in 2014.

The report also segments the market on the basis of industry verticals such as banking, financial services & insurance (BFSI), healthcare, telecom & IT, media & environment, consumer goods & retail, environment & government and others. BFSI segment has the maximum use of the predictive analytics techniques and therefore it dominates among all the verticals.

This market is witnessing fast changes and there are several developments and

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changes like mergers and acquisitions, partnerships, products and services launch. The developments and changes in the market have also been included along with the insights on major companies in the market. The major players included in the report are IBM, Oracle, SAP, SAS, Teradata and FICO.

Markets Covered

Predictive Analytics market, By Application

Customer Analytics

Marketing Analytics

Operations & Workforce Management

Risk Analytics

Fraud Analytics

Network Analytics

Others

Predictive Analytics market, By Vertical

BFSI

Consumer Goods & Retail

Environment & Government

Telecom & IT

Media & Entertainment

Healthcare

Others

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Predictive Analytics market, By Geography

U.S.

Canada

Mexico

Others

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