

Business Intelligence Analytics Market India 2014

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Abstracts

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Netscribes' latest market research report titled Business Intelligence and Analytics Market in India 2014 captures the current scenario of the Business Intelligence and Analytics market in India. Continual rise in trading and business activity across the globe has resulted in the formulation of vast amount of digital data, which if analyzed efficiently can produce valuable insights and statistics. Consequently a major chunk of both large as well as smaller enterprises are constantly looking forward to equip themselves with sophisticated tools and applications which can tap this large data set and convert them into intelligent reports.

Over the past couple of years, social media domain has witnessed an exponential growth in the country which in turn has contributed largely in the accumulation of digital data. Highly valuable information pertaining to customers and related stake holders such as consumer behavior, purchase pattern, and product feedback, has become a major source of gathering raw data and information which is then taken as an input for business intelligence and analysis tools so as to generate insights and statistics at a very granular level.

Contents

Slide 1: Executive Summary

Macroeconomic Indicators

Slide 2: GDP at Factor Cost: Quarterly (2010-11 – 2013-14), Inflation Rate: Monthly (Jun 2013 – Nov 2013)

Slide 3: Gross Fiscal Deficit: Monthly (Feb 2013 – Jul 2013), Exchange Rate: Half Yearly (Aug 2013 – Jan 2014)

Slide 4: Lending Rate: Annual (2008-09 – 2011-12), Trade Balance: Annual (2009-10 – 2012-13), FDI: Annual (2009-10 – 2012-13)

Introduction

Slide 5: Business Intelligence – A Typical Architecture Model

Slide 6: BI & Analytics – Value Proposition

Slide 7: Types of BI Models

Market Overview

Slide 8: BI & Analytics Market – Overview, Key Industries using BI (2013), Market Size & Growth (2013 – 2018e) and Market Segmentation India (2013)

Slide 9-10: BI & Analytics Usage in SMBs, Cloud based BI v/s. On-premises BI (2013)

Slide 11: BI & Analytics – Market Leads

Slide 12: BI & Analytics – Usage Trends

Features & Benefits

Slide 13: BI Features

Slide 14: Role of BI in Decision Making

Costs & Best Practices

Slide 15: BI Implementation – Hidden Costs

Slide 16: BI Implementation – Recurring Costs

Slide 17-18: Business Intelligence – Best Practices

Selection & Implementation

Slide 19: BI Software Selection Procedures

Slide 20: BI Software Selection by Solution Model, Purpose and Components

Slide 21-26: Selection of Business Intelligence Software

BI Adoption in Key Sectors

Slide 27-28: Business Intelligence & Analytics – Major Users

Slide 28-29: Major BI Projects in India

Slide 30-41: BI Adoption in Key Sectors

Drivers & Challenges

Slide 42: Drivers & Challenges – Summary

Slide 43-46: Drivers

Slide 47-48: Challenges

Trends

Slide 49: Trends – Summary

Slide 50-58: Trends

Competitive Landscape

Slide 59: Porter's Five Analysis

Slide 60-62: Competitive Benchmarking (FY 2013)

Slide 63-67: Major Public Company

Slide 68-143: Major Private Companies

Case Studies

Slide 144-146: Case Studies

Strategic Recommendations

Slide 147-148: Strategic Recommendations

Appendix

Slide 112: Key Ratios Description

Slide 113: Sources of Information

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