

Global Insights-as-a-Service Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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Abstracts

Insights-as-a-service is a cloud-based service, which processes structured and unstructured data to extract insights. These insights enable business organizations to make effective decisions, increase efficiency, reduce operational costs, provide customized offerings, and enhance customer services. There has been a significant increase in the data generated by organizations, owing to greater adoption of mobile devices, social media, and growing development of multimedia content. This large amount of raw data is obtained, cleaned, sorted, and processed to gain actionable insights. Significant increase in data generation coupled with reducing costs of data storage encourages organizations to analyze large amount of data through various quantitative and qualitative techniques to gain market and customer insights. Small and medium sized enterprises are increasingly adopting Insights-as-a-Service for quick decision making, increased customer satisfaction, and increased production efficiency.

Based on type, the market is divided into descriptive insights, predictive insights, and prescriptive insights. According to deployment model, the market is categorized into public cloud, private cloud, and hybrid cloud. Based on vertical, the market is divided into banking, financial services, & insurance, manufacturing, healthcare, energy and utilities, retail, telecommunication and IT, and others. Geographic breakdown and deep analysis of each of the aforesaid segments is included for North America, Europe, Asia-Pacific, and LAMEA.

MARKET DYNAMICS:

Drivers:

Growing requirement of customer management

Increasing adoption of IOT technology

Stringent market competition

Restraints:

Data security and privacy concerns

MARKET PLAYERS:

The top players in the global Insights-as-a-Service market include Accenture PLC, GoodData Corporation, International Business Machines Corporation, Oracle Corporation, Cap Gemini S.A., Dell Inc., NTT Data Corporation, Zephyr Health, Inc., SmartFocus, and Deloitte Touche Tohmatsu Limited

KEY TAKEAWAYS

MARKET LANDSCAPE

By Type

Descriptive Insights

Predictive Insights

Prescriptive Insights

By Deployment Model

Public Cloud

Private Cloud

Hybrid Cloud

By Vertical

Banking, Financial Services, and Insurance

Manufacturing

Healthcare

Energy and Utilities

Retail

Telecommunication and IT

Others

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

Rest of LAMEA

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