

Global Operational Analytics Market: Size, Trend, Share, Opportunity Analysis & Forecast, 2014–2025

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Abstracts

Operational analytics solutions transform data into insights to improve decision-making, lower costs, and enhance service levels. The companies use it to remain competitive, reduce fraudulent activities, and modernize operational procedures. The global operational analytics market is expected to grow at a CAGR of around 17% from 2017 to 2025.

Based on type, the market is segmented into software and services. Various services included in the report are managed and professional services. By business function, it is divided into information technology, marketing, sales, finance, human resources and others. Based on application, market is segmented into predictive asset maintenance, risk management, fraud detection, supply chain management, customer management, workforce management, sales and marketing management and others. Various deployment models included in the report are on-premises and cloud. By industry vertical, it is segmented into telecommunication, retail and consumer goods, manufacturing, government and defense, energy and utilities, transportation and logistics, 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:

Increased demand for cloud-based security solutions due to its optimal cost and hassle free maintenance

Rising adoption of advanced data management strategies

Restraints:

Complex process

MARKET PLAYERS:

The top players in the global operational analytics market include IBM Corporation, Oracle Corporation, Microsoft Corporation, SAS Institute, HPE, SAP SE, Alteryx, Cloudera, Bentley Systems, and Splunk.

KEY TAKEAWAYS

MARKET LANDSCAPE

By Type

Software

Service

By Service

Managed services

Professional services

Consulting services

Deployment and integration

Support and maintenance

By Business Function

Information Technology (IT)

Marketing

Sales

Finance

Human Resources (HR)

Others

By Application

Predictive asset maintenance

Risk management

Fraud detection

Supply chain management

Customer management

Workforce management

Sales and marketing management

Others

By Deployment Mode

On-premises

Cloud

By Industry Vertical

Telecommunication

Retail and consumer goods

Manufacturing

Government and defense

Energy and utilities

Transportation and logistics

Others

By Geography

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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COMPANIES MENTIONED

Oracle Corporation, Microsoft Corporation, SAS Institute, HPE, SAP SE, Alteryx, Cloudera, Bentley Systems, and Splunk.

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