

# Augmented Analytics - Global Market Outlook (2017-2026)

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## Abstracts

According to Statistics MRC, the Global Augmented Analytics Market is accounted for \$4.12 billion in 2017 and is expected to reach \$52.41 billion by 2026 growing at a CAGR of 32.7%. Factors such as an increase in the advancements of cloud-based technologies rise in need to democratize the analytics and increase productivity are driving the market growth. However, the security concerns related to critical data among different end users are hampering the growth of the market. Moreover, high adoptions of augmented analytics solutions among small and medium-sized enterprises are considered as the growth opportunity for the market.

Augmented analytics automates the data insights by utilizing machine learning and natural language generation for automating data preparation, data discovery, and insight sharing. It embeds artificial intelligence in business intelligence tools to make the analytics work easier for citizen data scientists and other business users. It helps expert data scientists in focusing on specialized problems, provide most relevant actionable insights to decision makers, and reduce the time spent on exploring data.

Based on the deployment mode, cloud segment has a lucrative market share during the forecast period. As the cloud-based augmented analytics solutions provide flexibility to organizations for adjusting to the dynamic business environment. Scalability and cost-effectiveness are the major advantages of adopting cloud-based augmented analytics solutions. By geography, North America region is driven by owing to the early adoption and innovative initiatives for advanced analytics solutions and practices, such as Natural Language Processing (NLP), ML, and smart data preparation and discovery.

Some of the key players in Augmented Analytics market include Tibco Software, Thoughtspot, Tableau Software, Sap, Salesforce, Information Builders, Microstrategy,

Qlik, SAS, Microsoft, IBM, Oracle, Domo, Sisense, and Yellowfin.

Deployment Modes Covered:

Cloud

On-Premise

Hybrid

Organization Sizes Covered:

Small and Medium Sized Enterprises

Large Enterprises

Business Functions Covered:

Finance

Information Technology

Operations

Sales & Marketing

Other Business Functions

Components Covered:

Services

Software

End Users Covered:

Government & Defense

IT & Telecommunication

Banking, Financial Services, and Insurance

Health Care & Life Sciences

Manufacturing

Media and Entertainment

Energy and Utilities

Transportation and Logistics

Retail & Consumer Goods

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

## Rest of Middle East & Africa

### What our report offers:

Market share assessments for the regional and country level segments

Strategic recommendations for the new entrants

Market forecasts for a minimum of 9 years of all the mentioned segments, sub segments and the regional markets

Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)

Strategic analysis: Drivers and Constraints, Product/Technology Analysis, Porter's five forces analysis, SWOT analysis etc.

Strategic recommendations in key business segments based on the market estimations

Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

### Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

## Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the clients interest (Note: Depends of feasibility check)

## Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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NOTE: Tables for North America, Europe, Asia Pacific, South America, and Middle East & Africa are represented in the same manner above.

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