

# **Business Analytics - Global Market Outlook (2017-2026)**

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## **Abstracts**

According to Statistics MRC, the Global Business Analytics Market is accounted for \$52,645.43 million in 2017 and is expected to reach \$ 1, 34,857.72 million by 2026 growing at a CAGR of 11.0% from 2017 to 2026. Increasing cloud-based deployment, huge volume of data and change in business environment are some of the key factors propelling the market growth. However, factors such as high implementation cost and disinclination in acceptance of business analytics are hindering the market growth.

Business analytics software helps in understanding and analysis of business data through constant study and investigation of historical business performance to expand decisive insights for business planning. Through the application of statistical methods and tools in business performance data, business analytics software performs predictive analysis to derive decision making insights and inputs.

By Software, content analytics is estimated to have a significant growth in the market during the forecast period owing to increasing demand for real-time data analytics and rising social networking data. Content analytics is the work of concerning business intelligence (BI) and business analytics (BA) practices to digital content. Based on Geography, North America is leading the market due to the development and implementation of new technologies, increasing influence of internet on sales of industrial goods.

Some of the key players in the Business Analytics market are IBM, SAP SE, Microsoft Corporation, Oracle Corporation, SAS Institute, Inc., Tableau Software, Inc, Microstrategy Incorporated, QLIK Technologies, Inc., Tibco Software, INFOR, Teradata Corporation, Adobe Systems, Inc. and PanTerra Networks, Inc.

Deployment Types Covered:

On-Premise

Cloud

Softwares Covered:

Advanced and Predictive Analytics

Content Analytics

Query Reporting and Analysis Tools

Enterprise Performance Management

Location Intelligence

Data Warehousing Platform

User Types Covered:

Enterprises

SMBS

Services Covered:

Professional Services

Managed Services

End Users Covered:

Banking, Financial Services, and Insurance (BFSI)

Telecom and IT

Government

Energy and Power

Media and Entertainment

Healthcare

Retail

Education

Manufacturing

Other End Users

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

Market share analysis of the top industry players

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 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

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