

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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 End User Analysis
- 3.7 Emerging Markets
- 3.8 Futuristic Market Scenario

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL BUSINESS ANALYTICS MARKET, BY DEPLOYMENT TYPE

- 5.1 Introduction
- 5.2 On-Premise
- 5.3 Cloud

6 GLOBAL BUSINESS ANALYTICS MARKET, BY SOFTWARE

- 6.1 Introduction
- 6.2 Advanced and Predictive Analytics
- 6.3 Content Analytics
- 6.4 Query Reporting and Analysis Tools
- 6.5 Enterprise Performance Management
- 6.6 Location Intelligence
- 6.7 Data Warehousing Platform

7 GLOBAL BUSINESS ANALYTICS MARKET, BY USER TYPE

- 7.1 Introduction
- 7.2 Enterprises
- 7.3 SMBS

8 GLOBAL BUSINESS ANALYTICS MARKET, BY SERVICES

- 8.1 Introduction
- 8.2 Professional Services
- 8.3 Managed Services

9 GLOBAL BUSINESS ANALYTICS MARKET, BY END USER

- 9.1 Introduction
- 9.2 Banking, Financial Services, and Insurance (BFSI)
- 9.3 Telecom and IT
- 9.4 Government
- 9.5 Energy and Power
- 9.6 Media and Entertainment
- 9.7 Healthcare
- 9.9 Retail
- 9.9 Education
- 9.10 Manufacturing

9.11 Other End Users

10 GLOBAL BUSINESS ANALYTICS MARKET, BY GEOGRAPHY

10.1 Introduction

10.2 North America

10.2.1 US

10.2.2 Canada

10.2.3 Mexico

10.3 Europe

10.3.1 Germany

10.3.2 UK

10.3.3 Italy

10.3.4 France

10.3.5 Spain

10.3.10 Rest of Europe

10.4 Asia Pacific

10.4.1 Japan

10.4.2 China

10.4.3 India

10.4.4 Australia

10.4.5 New Zealand

10.4.10 South Korea

10.4.7 Rest of Asia Pacific

10.5 South America

10.5.1 Argentina

10.5.2 Brazil

10.5.3 Chile

10.5.4 Rest of South America

10.1 Middle East & Africa

10.10.1 Saudi Arabia

10.10.2 UAE

10.10.3 Qatar

10.10.4 South Africa

10.10.5 Rest of Middle East & Africa

11 KEY DEVELOPMENTS

11.1 Agreements, Partnerships, Collaborations and Joint Ventures

- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

12 COMPANY PROFILING

- 12.1 IBM
- 12.2 SAP SE
- 12.3 Microsoft Corporation
- 12.4 Oracle Corporation
- 12.5 SAS Institute, Inc.
- 12.6 Tableau Software, Inc
- 12.7 Microstrategy Incorporated
- 12.8 QLIK Technologies, Inc.
- 12.9 Tibco Software, Inc.
- 12.10 INFOR
- 12.11 Teradata Corporation
- 12.12 Adobe Systems, Inc.
- 12.13 PanTerra Networks, Inc.

List Of Tables

LIST OF TABLES

Table 1 Global Business Analytics Market Outlook, By Region (2016-2026) (\$MN)

Table 2 Global Business Analytics Market Outlook, By Deployment Type (2016-2026) (\$MN)

Table 3 Global Business Analytics Market Outlook, By On-Premise (2016-2026) (\$MN)

Table 4 Global Business Analytics Market Outlook, By Cloud (2016-2026) (\$MN)

Table 5 Global Business Analytics Market Outlook, By Software (2016-2026) (\$MN)

Table 6 Global Business Analytics Market Outlook, By Advanced and Predictive Analytics (2016-2026) (\$MN)

Table 7 Global Business Analytics Market Outlook, By Content Analytics (2016-2026) (\$MN)

Table 8 Global Business Analytics Market Outlook, By Query Reporting and Analysis Tools (2016-2026) (\$MN)

Table 9 Global Business Analytics Market Outlook, By Enterprise Performance Management (2016-2026) (\$MN)

Table 10 Global Business Analytics Market Outlook, By Location Intelligence (2016-2026) (\$MN)

Table 11 Global Business Analytics Market Outlook, By Data Warehousing Platform (2016-2026) (\$MN)

Table 12 Global Business Analytics Market Outlook, By User Type (2016-2026) (\$MN)

Table 13 Global Business Analytics Market Outlook, By Enterprises (2016-2026) (\$MN)

Table 14 Global Business Analytics Market Outlook, By SMBS (2016-2026) (\$MN)

Table 15 Global Business Analytics Market Outlook, By Services (2016-2026) (\$MN)

Table 16 Global Business Analytics Market Outlook, By Professional Services (2016-2026) (\$MN)

Table 17 Global Business Analytics Market Outlook, By Managed Services (2016-2026) (\$MN)

Table 18 Global Business Analytics Market Outlook, By End User (2016-2026) (\$MN)

Table 19 Global Business Analytics Market Outlook, By Banking, Financial Services, and Insurance (BFSI) (2016-2026) (\$MN)

Table 20 Global Business Analytics Market Outlook, By Telecom and IT (2016-2026) (\$MN)

Table 21 Global Business Analytics Market Outlook, By Government (2016-2026) (\$MN)

Table 22 Global Business Analytics Market Outlook, By Energy and Power (2016-2026) (\$MN)

Table 23 Global Business Analytics Market Outlook, By Media and Entertainment (2016-2026) (\$MN)

Table 24 Global Business Analytics Market Outlook, By Healthcare (2016-2026) (\$MN)

Table 25 Global Business Analytics Market Outlook, By Retail (2016-2026) (\$MN)

Table 26 Global Business Analytics Market Outlook, By Education (2016-2026) (\$MN)

Table 27 Global Business Analytics Market Outlook, By Manufacturing (2016-2026) (\$MN)

Table 28 Global Business Analytics Market Outlook, By Other End Users (2016-2026) (\$MN)

Table 29 North America Business Analytics Market Outlook, By Country (2016-2026) (\$MN)

Table 30 North America Business Analytics Market Outlook, By Deployment Type (2016-2026) (\$MN)

Table 31 North America Business Analytics Market Outlook, By On-Premise (2016-2026) (\$MN)

Table 32 North America Business Analytics Market Outlook, By Cloud (2016-2026) (\$MN)

Table 33 North America Business Analytics Market Outlook, By Software (2016-2026) (\$MN)

Table 34 North America Business Analytics Market Outlook, By Advanced and Predictive Analytics (2016-2026) (\$MN)

Table 35 North America Business Analytics Market Outlook, By Content Analytics (2016-2026) (\$MN)

Table 36 North America Business Analytics Market Outlook, By Query Reporting and Analysis Tools (2016-2026) (\$MN)

Table 37 North America Business Analytics Market Outlook, By Enterprise Performance Management (2016-2026) (\$MN)

Table 38 North America Business Analytics Market Outlook, By Location Intelligence (2016-2026) (\$MN)

Table 39 North America Business Analytics Market Outlook, By Data Warehousing Platform (2016-2026) (\$MN)

Table 40 North America Business Analytics Market Outlook, By User Type (2016-2026) (\$MN)

Table 41 North America Business Analytics Market Outlook, By Enterprises (2016-2026) (\$MN)

Table 42 North America Business Analytics Market Outlook, By SMBS (2016-2026) (\$MN)

Table 43 North America Business Analytics Market Outlook, By Services (2016-2026) (\$MN)

Table 44 North America Business Analytics Market Outlook, By Professional Services (2016-2026) (\$MN)

Table 45 North America Business Analytics Market Outlook, By Managed Services (2016-2026) (\$MN)

Table 46 North America Business Analytics Market Outlook, By End User (2016-2026) (\$MN)

Table 47 North America Business Analytics Market Outlook, By Banking, Financial Services, and Insurance (BFSI) (2016-2026) (\$MN)

Table 48 North America Business Analytics Market Outlook, By Telecom and IT (2016-2026) (\$MN)

Table 49 North America Business Analytics Market Outlook, By Government (2016-2026) (\$MN)

Table 50 North America Business Analytics Market Outlook, By Energy and Power (2016-2026) (\$MN)

Table 51 North America Business Analytics Market Outlook, By Media and Entertainment (2016-2026) (\$MN)

Table 52 North America Business Analytics Market Outlook, By Healthcare (2016-2026) (\$MN)

Table 53 North America Business Analytics Market Outlook, By Retail (2016-2026) (\$MN)

Table 54 North America Business Analytics Market Outlook, By Education (2016-2026) (\$MN)

Table 55 North America Business Analytics Market Outlook, By Manufacturing (2016-2026) (\$MN)

Table 56 North America Business Analytics Market Outlook, By Other End Users (2016-2026) (\$MN)

Table 57 Europe Business Analytics Market Outlook, By Country (2016-2026) (\$MN)

Table 58 Europe Business Analytics Market Outlook, By Deployment Type (2016-2026) (\$MN)

Table 59 Europe Business Analytics Market Outlook, By On-Premise (2016-2026) (\$MN)

Table 60 Europe Business Analytics Market Outlook, By Cloud (2016-2026) (\$MN)

Table 61 Europe Business Analytics Market Outlook, By Software (2016-2026) (\$MN)

Table 62 Europe Business Analytics Market Outlook, By Advanced and Predictive Analytics (2016-2026) (\$MN)

Table 63 Europe Business Analytics Market Outlook, By Content Analytics (2016-2026) (\$MN)

Table 64 Europe Business Analytics Market Outlook, By Query Reporting and Analysis Tools (2016-2026) (\$MN)

Table 65 Europe Business Analytics Market Outlook, By Enterprise Performance Management (2016-2026) (\$MN)

Table 66 Europe Business Analytics Market Outlook, By Location Intelligence (2016-2026) (\$MN)

Table 67 Europe Business Analytics Market Outlook, By Data Warehousing Platform (2016-2026) (\$MN)

Table 68 Europe Business Analytics Market Outlook, By User Type (2016-2026) (\$MN)

Table 69 Europe Business Analytics Market Outlook, By Enterprises (2016-2026) (\$MN)

Table 70 Europe Business Analytics Market Outlook, By SMBS (2016-2026) (\$MN)

Table 71 Europe Business Analytics Market Outlook, By Services (2016-2026) (\$MN)

Table 72 Europe Business Analytics Market Outlook, By Professional Services (2016-2026) (\$MN)

Table 73 Europe Business Analytics Market Outlook, By Managed Services (2016-2026) (\$MN)

Table 74 Europe Business Analytics Market Outlook, By End User (2016-2026) (\$MN)

Table 75 Europe Business Analytics Market Outlook, By Banking, Financial Services, and Insurance (BFSI) (2016-2026) (\$MN)

Table 76 Europe Business Analytics Market Outlook, By Telecom and IT (2016-2026) (\$MN)

Table 77 Europe Business Analytics Market Outlook, By Government (2016-2026) (\$MN)

Table 78 Europe Business Analytics Market Outlook, By Energy and Power (2016-2026) (\$MN)

Table 79 Europe Business Analytics Market Outlook, By Media and Entertainment (2016-2026) (\$MN)

Table 80 Europe Business Analytics Market Outlook, By Healthcare (2016-2026) (\$MN)

Table 81 Europe Business Analytics Market Outlook, By Retail (2016-2026) (\$MN)

Table 82 Europe Business Analytics Market Outlook, By Education (2016-2026) (\$MN)

Table 83 Europe Business Analytics Market Outlook, By Manufacturing (2016-2026) (\$MN)

Table 84 Europe Business Analytics Market Outlook, By Other End Users (2016-2026) (\$MN)

Table 85 Asia Pacific Business Analytics Market Outlook, By Country (2016-2026) (\$MN)

Table 86 Asia Pacific Business Analytics Market Outlook, By Deployment Type (2016-2026) (\$MN)

Table 87 Asia Pacific Business Analytics Market Outlook, By On-Premise (2016-2026) (\$MN)

Table 88 Asia Pacific Business Analytics Market Outlook, By Cloud (2016-2026) (\$MN)

Table 89 Asia Pacific Business Analytics Market Outlook, By Software (2016-2026) (\$MN)

Table 90 Asia Pacific Business Analytics Market Outlook, By Advanced and Predictive Analytics (2016-2026) (\$MN)

Table 91 Asia Pacific Business Analytics Market Outlook, By Content Analytics (2016-2026) (\$MN)

Table 92 Asia Pacific Business Analytics Market Outlook, By Query Reporting and Analysis Tools (2016-2026) (\$MN)

Table 93 Asia Pacific Business Analytics Market Outlook, By Enterprise Performance Management (2016-2026) (\$MN)

Table 94 Asia Pacific Business Analytics Market Outlook, By Location Intelligence (2016-2026) (\$MN)

Table 95 Asia Pacific Business Analytics Market Outlook, By Data Warehousing Platform (2016-2026) (\$MN)

Table 96 Asia Pacific Business Analytics Market Outlook, By User Type (2016-2026) (\$MN)

Table 97 Asia Pacific Business Analytics Market Outlook, By Enterprises (2016-2026) (\$MN)

Table 98 Asia Pacific Business Analytics Market Outlook, By SMBS (2016-2026) (\$MN)

Table 99 Asia Pacific Business Analytics Market Outlook, By Services (2016-2026) (\$MN)

Table 100 Asia Pacific Business Analytics Market Outlook, By Professional Services (2016-2026) (\$MN)

Table 101 Asia Pacific Business Analytics Market Outlook, By Managed Services (2016-2026) (\$MN)

Table 102 Asia Pacific Business Analytics Market Outlook, By End User (2016-2026) (\$MN)

Table 103 Asia Pacific Business Analytics Market Outlook, By Banking, Financial Services, and Insurance (BFSI) (2016-2026) (\$MN)

Table 104 Asia Pacific Business Analytics Market Outlook, By Telecom and IT (2016-2026) (\$MN)

Table 105 Asia Pacific Business Analytics Market Outlook, By Government (2016-2026) (\$MN)

Table 106 Asia Pacific Business Analytics Market Outlook, By Energy and Power (2016-2026) (\$MN)

Table 107 Asia Pacific Business Analytics Market Outlook, By Media and Entertainment (2016-2026) (\$MN)

Table 108 Asia Pacific Business Analytics Market Outlook, By Healthcare (2016-2026) (\$MN)

Table 109 Asia Pacific Business Analytics Market Outlook, By Retail (2016-2026) (\$MN)

Table 110 Asia Pacific Business Analytics Market Outlook, By Education (2016-2026) (\$MN)

Table 111 Asia Pacific Business Analytics Market Outlook, By Manufacturing (2016-2026) (\$MN)

Table 112 Asia Pacific Business Analytics Market Outlook, By Other End Users (2016-2026) (\$MN)

Table 113 South America Business Analytics Market Outlook, By Country (2016-2026) (\$MN)

Table 114 South America Business Analytics Market Outlook, By Deployment Type (2016-2026) (\$MN)

Table 115 South America Business Analytics Market Outlook, By On-Premise (2016-2026) (\$MN)

Table 116 South America Business Analytics Market Outlook, By Cloud (2016-2026) (\$MN)

Table 117 South America Business Analytics Market Outlook, By Software (2016-2026) (\$MN)

Table 118 South America Business Analytics Market Outlook, By Advanced and Predictive Analytics (2016-2026) (\$MN)

Table 119 South America Business Analytics Market Outlook, By Content Analytics (2016-2026) (\$MN)

Table 120 South America Business Analytics Market Outlook, By Query Reporting and Analysis Tools (2016-2026) (\$MN)

Table 121 South America Business Analytics Market Outlook, By Enterprise Performance Management (2016-2026) (\$MN)

Table 122 South America Business Analytics Market Outlook, By Location Intelligence (2016-2026) (\$MN)

Table 123 South America Business Analytics Market Outlook, By Data Warehousing Platform (2016-2026) (\$MN)

Table 124 South America Business Analytics Market Outlook, By User Type (2016-2026) (\$MN)

Table 125 South America Business Analytics Market Outlook, By Enterprises (2016-2026) (\$MN)

Table 126 South America Business Analytics Market Outlook, By SMBS (2016-2026) (\$MN)

Table 127 South America Business Analytics Market Outlook, By Services (2016-2026) (\$MN)

Table 128 South America Business Analytics Market Outlook, By Professional Services (2016-2026) (\$MN)

Table 129 South America Business Analytics Market Outlook, By Managed Services (2016-2026) (\$MN)

Table 130 South America Business Analytics Market Outlook, By End User (2016-2026) (\$MN)

Table 131 South America Business Analytics Market Outlook, By Banking, Financial Services, and Insurance (BFSI) (2016-2026) (\$MN)

Table 132 South America Business Analytics Market Outlook, By Telecom and IT (2016-2026) (\$MN)

Table 133 South America Business Analytics Market Outlook, By Government (2016-2026) (\$MN)

Table 134 South America Business Analytics Market Outlook, By Energy and Power (2016-2026) (\$MN)

Table 135 South America Business Analytics Market Outlook, By Media and Entertainment (2016-2026) (\$MN)

Table 136 South America Business Analytics Market Outlook, By Healthcare (2016-2026) (\$MN)

Table 137 South America Business Analytics Market Outlook, By Retail (2016-2026) (\$MN)

Table 138 South America Business Analytics Market Outlook, By Education (2016-2026) (\$MN)

Table 139 South America Business Analytics Market Outlook, By Manufacturing (2016-2026) (\$MN)

Table 140 South America Business Analytics Market Outlook, By Other End Users (2016-2026) (\$MN)

Table 141 Middle East & Africa Business Analytics Market Outlook, By Country (2016-2026) (\$MN)

Table 142 Middle East & Africa Business Analytics Market Outlook, By Deployment Type (2016-2026) (\$MN)

Table 143 Middle East & Africa Business Analytics Market Outlook, By On-Premise (2016-2026) (\$MN)

Table 144 Middle East & Africa Business Analytics Market Outlook, By Cloud (2016-2026) (\$MN)

Table 145 Middle East & Africa Business Analytics Market Outlook, By Software (2016-2026) (\$MN)

Table 146 Middle East & Africa Business Analytics Market Outlook, By Advanced and Predictive Analytics (2016-2026) (\$MN)

Table 147 Middle East & Africa Business Analytics Market Outlook, By Content Analytics (2016-2026) (\$MN)

Table 148 Middle East & Africa Business Analytics Market Outlook, By Query Reporting

and Analysis Tools (2016-2026) (\$MN)

Table 149 Middle East & Africa Business Analytics Market Outlook, By Enterprise Performance Management (2016-2026) (\$MN)

Table 150 Middle East & Africa Business Analytics Market Outlook, By Location Intelligence (2016-2026) (\$MN)

Table 151 Middle East & Africa Business Analytics Market Outlook, By Data Warehousing Platform (2016-2026) (\$MN)

Table 152 Middle East & Africa Business Analytics Market Outlook, By User Type (2016-2026) (\$MN)

Table 153 Middle East & Africa Business Analytics Market Outlook, By Enterprises (2016-2026) (\$MN)

Table 154 Middle East & Africa Business Analytics Market Outlook, By SMBS (2016-2026) (\$MN)

Table 155 Middle East & Africa Business Analytics Market Outlook, By Services (2016-2026) (\$MN)

Table 156 Middle East & Africa Business Analytics Market Outlook, By Professional Services (2016-2026) (\$MN)

Table 157 Middle East & Africa Business Analytics Market Outlook, By Managed Services (2016-2026) (\$MN)

Table 158 Middle East & Africa Business Analytics Market Outlook, By End User (2016-2026) (\$MN)

Table 159 Middle East & Africa Business Analytics Market Outlook, By Banking, Financial Services, and Insurance (BFSI) (2016-2026) (\$MN)

Table 160 Middle East & Africa Business Analytics Market Outlook, By Telecom and IT (2016-2026) (\$MN)

Table 161 Middle East & Africa Business Analytics Market Outlook, By Government (2016-2026) (\$MN)

Table 162 Middle East & Africa Business Analytics Market Outlook, By Energy and Power (2016-2026) (\$MN)

Table 163 Middle East & Africa Business Analytics Market Outlook, By Media and Entertainment (2016-2026) (\$MN)

Table 164 Middle East & Africa Business Analytics Market Outlook, By Healthcare (2016-2026) (\$MN)

Table 165 Middle East & Africa Business Analytics Market Outlook, By Retail (2016-2026) (\$MN)

Table 166 Middle East & Africa Business Analytics Market Outlook, By Education (2016-2026) (\$MN)

Table 167 Middle East & Africa Business Analytics Market Outlook, By Manufacturing (2016-2026) (\$MN)

Table 168 Middle East & Africa Business Analytics Market Outlook, By Other End Users
(2016-2026) (\$MN)

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