

Business Analytics Global Market Outlook - Trends, Forecast, and Opportunity Assessment (2014-2022)

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Abstracts

The Global Business Analytics market is accounted for \$42.55 billion in 2014 and is poised to reach \$70.11 billion by 2022 growing at a CAGR of 6.44% during the forecast period 2014 to 2022. The factors that are influencing the market growth include rise in demand for the analytics by the organizations due to the growing big data trend, quickly changing business environment and customer choices. Whereas, factors such as high execution costs and unwillingness in adoption of business analytics are hindering the growth of this market. The major challenges include severe scarcity of skilled workers with sound technical capabilities to run the applications.

Banking, financial services & insurance (BFSI) and retail industries are capturing maximum of the market share. The top ten business analytics software vendors accounted around 70% of 2013 worldwide market share. In 2013 Oracle, SAP, IBM and Microsoft together accounted for more than half of the share of all business analytics software sales. Tableau was the fastest growing business analytics software company in 2013, growing around 80% in a year.

The global business analytics market is segmented on the basis of deployment, application, software, end user and geography. On the basis of deployment, the market is segregated into on-site and cloud. On the basis of end user, the market is categorized into small & medium business (SMB) and large scale enterprises. The market is segmented on the basis of application into telecom and IT, retail, media and entertainment, manufacturing, healthcare, government, energy and power, education, banking, financial services & insurance and others.

Global business analytics market by software is segregated into search and altering, predictive analytics, performance and big data management, data discovery and

visualization software, content analytics and business intelligence. Global business analytics market by geography is categorized into North America, Europe, Asia pacific and Rest of the world.

The key players in the global business analytics market are IBM, INFOR, Microsoft Corporation, Micro strategy Incorporated, Oracle Corporation, QLIK Technologies, Inc., SAP SE, SAS Institute, Inc., Tableau Software, Inc. and Tibco Software, Inc.

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 8 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 Research Scope
- 2.3 Research Methodology
- 2.4 Research Sources

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats

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-site
- 5.3 Cloud

6 GLOBAL BUSINESS ANALYTICS MARKET, BY APPLICATION

- 6.1 Introduction
- 6.2 Telecom and IT
- 6.3 Retail
- 6.4 Media and Entertainment

- 6.5 Manufacturing
- 6.6 Healthcare
- 6.7 Government
- 6.8 Energy and Power
- 6.9 Education
- 6.1 Banking, Financial Services and Insurance
- 6.11 Others

7 GLOBAL BUSINESS ANALYTICS MARKET, BY SOFTWARE

- 7.1 Introduction
- 7.2 Search and altering
- 7.3 Predictive Analytics
- 7.4 Performance and big data Management
- 7.5 Data Discovery and Visualization software
- 7.6 Content Analytics
- 7.7 Business Intelligence
- 7.8 Others

8 GLOBAL BUSINESS ANALYTICS MARKET, BY END USER

- 8.1 Introduction
- 8.2 By Small & Medium Business(SMB)
- 8.3 By Large Scale Enterprises

9 GLOBAL BUSINESS ANALYTICS MARKET, BY GEOGRAPHY

- 9.1 North America
 - 9.1.1 US
 - 9.1.2 Canada
- 9.2 Europe
 - 9.2.1 Germany
 - 9.2.2 France
 - 9.2.3 Italy
 - 9.2.4 UK
 - 9.2.5 Spain
- 9.3 Asia Pacific
 - 9.3.1 Japan
 - 9.3.2 China

- 9.3.3 India
- 9.3.4 Australia
- 9.3.5 New Zealand
- 9.3.6 Rest of Asia Pacific
- 9.4 Rest of the World
 - 9.4.1 Latin America
 - 9.4.2 Middle East
 - 9.4.3 Africa
 - 9.4.4 Others

10 KEY DEVELOPMENTS

- 10.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 10.2 Acquisitions & Mergers
- 10.3 New Product Launch
- 10.4 Expansions
- 10.5 Other Key Strategies

11 COMPANY PROFILING

- 11.1 IBM
- 11.2 INFOR
- 11.3 Microsoft Corporation
- 11.4 Microstrategy Incorporated
- 11.5 Oracle Corporation
- 11.6 QLIK Technologies, Inc.
- 11.7 SAP SE
- 11.8 SAS Institute, Inc.
- 11.9 Tableau Software, Inc.
- 11.10 Tibco Software, Inc.

List Of Tables

LIST OF TABLES

- 1 Global Business analytics Market Outlook, By Deployment type (2012-2022) (\$MN)
- 2 Global Business analytics Market Outlook, By On-site (2012-2022) (\$MN)
- 3 Global Business analytics Market Outlook, By Cloud (2012-2022) (\$MN)
- 4 Global Business analytics Market Outlook, By Application (2012-2022) (\$MN)
- 5 Global Business analytics Market Outlook, By Telecom and It (2012-2022) (\$MN)
- 6 Global Business analytics Market Outlook, By Retail (2012-2022) (\$MN)
- 7 Global Business analytics Market Outlook, By Media and Entertainment (2012-2022) (\$MN)
- 8 Global Business analytics Market Outlook, By Manufacturing (2012-2022) (\$MN)
- 9 Global Business analytics Market Outlook, By Healthcare (2012-2022) (\$MN)
- 10 Global Business analytics Market Outlook, By Government (2012-2022) (\$MN)
- 11 Global Business analytics Market Outlook, By Energy and Power (2012-2022) (\$MN)
- 12 Global Business analytics Market Outlook, By Education (2012-2022) (\$MN)
- 13 Global Business analytics Market Outlook, By Banking, Financial Services and Insurance (2012-2022) (\$MN)
- 14 Global Business analytics Market Outlook, By Others (2012-2022) (\$MN)
- 15 Global Business analytics Market Outlook, By Software (2012-2022) (\$MN)
- 16 Global Business analytics Market Outlook, By Search and altering (2012-2022) (\$MN)
- 17 Global Business analytics Market Outlook, By Predictive Analytics (2012-2022) (\$MN)
- 18 Global Business analytics Market Outlook, By Performance and big data Management (2012-2022) (\$MN)
- 19 Global Business analytics Market Outlook, By Data Discovery and Visualization software (2012-2022) (\$MN)
- 20 Global Business analytics Market Outlook, By Content Analytics (2012-2022) (\$MN)
- 21 Global Business analytics Market Outlook, By Business Intelligence (2012-2022) (\$MN)
- 22 Global Business analytics Market Outlook, By End User (2012-2022) (\$MN)
- 23 Global Business analytics Market Outlook, By Small & Medium Business(SMB) (2012-2022) (\$MN)
- 24 Global Business analytics Market Outlook, By Large Scale Enterprises (2012-2022) (\$MN)
- 25 North America Business analytics Market Outlook, By Deployment type (2012-2022) (\$MN)

- 26 North America Business analytics Market Outlook, By On-site (2012-2022) (\$MN)
- 27 North America Business analytics Market Outlook, By Cloud (2012-2022) (\$MN)
- 28 North America Business analytics Market Outlook, By Application (2012-2022) (\$MN)
- 29 North America Business analytics Market Outlook, By Telecom and It (2012-2022) (\$MN)
- 30 North America Business analytics Market Outlook, By Retail (2012-2022) (\$MN)
- 31 North America Business analytics Market Outlook, By Media and Entertainment (2012-2022) (\$MN)
- 32 North America Business analytics Market Outlook, By Manufacturing (2012-2022) (\$MN)
- 33 North America Business analytics Market Outlook, By Healthcare (2012-2022) (\$MN)
- 34 North America Business analytics Market Outlook, By Government (2012-2022) (\$MN)
- 35 North America Business analytics Market Outlook, By Energy and Power (2012-2022) (\$MN)
- 36 North America Business analytics Market Outlook, By Education (2012-2022) (\$MN)
- 37 North America Business analytics Market Outlook, By Banking, Financial Services and Insurance (2012-2022) (\$MN)
- 38 North America Business analytics Market Outlook, By Others (2012-2022) (\$MN)
- 39 North America Business analytics Market Outlook, By Software (2012-2022) (\$MN)
- 40 North America Business analytics Market Outlook, By Search and altering (2012-2022) (\$MN)
- 41 North America Business analytics Market Outlook, By Predictive Analytics (2012-2022) (\$MN)
- 42 North America Business analytics Market Outlook, By Performance and big data Management (2012-2022) (\$MN)
- 43 North America Business analytics Market Outlook, By Data Discovery and Visualization software (2012-2022) (\$MN)
- 44 North America Business analytics Market Outlook, By Content Analytics (2012-2022) (\$MN)
- 45 North America Business analytics Market Outlook, By Business Intelligence (2012-2022) (\$MN)
- 46 North America Business analytics Market Outlook, By End User (2012-2022) (\$MN)
- 47 North America Business analytics Market Outlook, By Small & Medium Business(SMB) (2012-2022) (\$MN)
- 48 North America Business analytics Market Outlook, By Large Scale Enterprises (2012-2022) (\$MN)
- 49 Europe Business analytics Market Outlook, By Deployment type (2012-2022) (\$MN)

- 50 Europe Business analytics Market Outlook, By On-site (2012-2022) (\$MN)
- 51 Europe Business analytics Market Outlook, By Cloud (2012-2022) (\$MN)
- 52 Europe Business analytics Market Outlook, By Application (2012-2022) (\$MN)
- 53 Europe Business analytics Market Outlook, By Telecom and It (2012-2022) (\$MN)
- 54 Europe Business analytics Market Outlook, By Retail (2012-2022) (\$MN)
- 55 Europe Business analytics Market Outlook, By Media and Entertainment (2012-2022) (\$MN)
- 56 Europe Business analytics Market Outlook, By Manufacturing (2012-2022) (\$MN)
- 57 Europe Business analytics Market Outlook, By Healthcare (2012-2022) (\$MN)
- 58 Europe Business analytics Market Outlook, By Government (2012-2022) (\$MN)
- 59 Europe Business analytics Market Outlook, By Energy and Power (2012-2022) (\$MN)
- 60 Europe Business analytics Market Outlook, By Education (2012-2022) (\$MN)
- 61 Europe Business analytics Market Outlook, By Banking, Financial Services and Insurance (2012-2022) (\$MN)
- 62 Europe Business analytics Market Outlook, By Others (2012-2022) (\$MN)
- 63 Europe Business analytics Market Outlook, By Software (2012-2022) (\$MN)
- 64 Europe Business analytics Market Outlook, By Search and altering (2012-2022) (\$MN)
- 65 Europe Business analytics Market Outlook, By Predictive Analytics (2012-2022) (\$MN)
- 66 Europe Business analytics Market Outlook, By Performance and big data Management (2012-2022) (\$MN)
- 67 Europe Business analytics Market Outlook, By Data Discovery and Visualization software (2012-2022) (\$MN)
- 68 Europe Business analytics Market Outlook, By Content Analytics (2012-2022) (\$MN)
- 69 Europe Business analytics Market Outlook, By Business Intelligence (2012-2022) (\$MN)
- 70 Europe Business analytics Market Outlook, By End User (2012-2022) (\$MN)
- 71 Europe Business analytics Market Outlook, By Small & Medium Business(SMB) (2012-2022) (\$MN)
- 72 Europe Business analytics Market Outlook, By Large Scale Enterprises (2012-2022) (\$MN)
- 73 Asia Pacific Business analytics Market Outlook, By Deployment type (2012-2022) (\$MN)
- 74 Asia Pacific Business analytics Market Outlook, By On-site (2012-2022) (\$MN)
- 75 Asia Pacific Business analytics Market Outlook, By Cloud (2012-2022) (\$MN)
- 76 Asia Pacific Business analytics Market Outlook, By Application (2012-2022) (\$MN)
- 77 Asia Pacific Business analytics Market Outlook, By Telecom and It (2012-2022)

(\$MN)

78 Asia Pacific Business analytics Market Outlook, By Retail (2012-2022) (\$MN)

79 Asia Pacific Business analytics Market Outlook, By Media and Entertainment (2012-2022) (\$MN)

80 Asia Pacific Business analytics Market Outlook, By Manufacturing (2012-2022) (\$MN)

81 Asia Pacific Business analytics Market Outlook, By Healthcare (2012-2022) (\$MN)

82 Asia Pacific Business analytics Market Outlook, By Government (2012-2022) (\$MN)

83 Asia Pacific Business analytics Market Outlook, By Energy and Power (2012-2022) (\$MN)

84 Asia Pacific Business analytics Market Outlook, By Education (2012-2022) (\$MN)

85 Asia Pacific Business analytics Market Outlook, By Banking, Financial Services and Insurance (2012-2022) (\$MN)

86 Asia Pacific Business analytics Market Outlook, By Others (2012-2022) (\$MN)

87 Asia Pacific Business analytics Market Outlook, By Software (2012-2022) (\$MN)

88 Asia Pacific Business analytics Market Outlook, By Search and altering (2012-2022) (\$MN)

89 Asia Pacific Business analytics Market Outlook, By Predictive Analytics (2012-2022) (\$MN)

90 Asia Pacific Business analytics Market Outlook, By Performance and big data Management (2012-2022) (\$MN)

91 Asia Pacific Business analytics Market Outlook, By Data Discovery and Visualization software (2012-2022) (\$MN)

92 Asia Pacific Business analytics Market Outlook, By Content Analytics (2012-2022) (\$MN)

93 Asia Pacific Business analytics Market Outlook, By Business Intelligence (2012-2022) (\$MN)

94 Asia Pacific Business analytics Market Outlook, By End User (2012-2022) (\$MN)

95 Asia Pacific Business analytics Market Outlook, By Small & Medium Business(SMB) (2012-2022) (\$MN)

96 Asia Pacific Business analytics Market Outlook, By Large Scale Enterprises (2012-2022) (\$MN)

97 Rest of the World Business analytics Market Outlook, By Deployment type (2012-2022) (\$MN)

98 Rest of the World Business analytics Market Outlook, By On-site (2012-2022) (\$MN)

99 Rest of the World Business analytics Market Outlook, By Cloud (2012-2022) (\$MN)

100 Rest of the World Business analytics Market Outlook, By Application (2012-2022) (\$MN)

101 Rest of the World Business analytics Market Outlook, By Telecom and It

(2012-2022) (\$MN)

102 Rest of the World Business analytics Market Outlook, By Retail (2012-2022) (\$MN)

103 Rest of the World Business analytics Market Outlook, By Media and Entertainment (2012-2022) (\$MN)

104 Rest of the World Business analytics Market Outlook, By Manufacturing (2012-2022) (\$MN)

105 Rest of the World Business analytics Market Outlook, By Healthcare (2012-2022) (\$MN)

106 Rest of the World Business analytics Market Outlook, By Government (2012-2022) (\$MN)

107 Rest of the World Business analytics Market Outlook, By Energy and Power (2012-2022) (\$MN)

108 Rest of the World Business analytics Market Outlook, By Education (2012-2022) (\$MN)

109 Rest of the World Business analytics Market Outlook, By Banking, Financial Services and Insurance (2012-2022) (\$MN)

110 Rest of the World Business analytics Market Outlook, By Others (2012-2022) (\$MN)

111 Rest of the World Business analytics Market Outlook, By Software (2012-2022) (\$MN)

112 Rest of the World Business analytics Market Outlook, By Search and altering (2012-2022) (\$MN)

113 Rest of the World Business analytics Market Outlook, By Predictive Analytics (2012-2022) (\$MN)

114 Rest of the World Business analytics Market Outlook, By Performance and big data Management (2012-2022) (\$MN)

115 Rest of the World Business analytics Market Outlook, By Data Discovery and Visualization software (2012-2022) (\$MN)

116 Rest of the World Business analytics Market Outlook, By Content Analytics (2012-2022) (\$MN)

117 Rest of the World Business analytics Market Outlook, By Business Intelligence (2012-2022) (\$MN)

118 Rest of the World Business analytics Market Outlook, By End User (2012-2022) (\$MN)

119 Rest of the World Business analytics Market Outlook, By Small & Medium Business(SMB) (2012-2022) (\$MN)

120 Rest of the World Business analytics Market Outlook, By Large Scale Enterprises (2012-2022) (\$MN)

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