

Business Intelligence and Analytics Software - Global Market Outlook (2017-2026)

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Abstracts

According to Statistics MRC, the Global Business Intelligence and Analytics Software Market is accounted for \$22.79 billion in 2017 and is expected to reach \$55.48 billion by 2026 growing at a CAGR of 10.4% during the forecast period. Increasing data volume, popularity of cloud delivery model and growing data analytics adoption globally are the key driving factors for the market growth. However, factors such as lack of awareness about the benefits of the software and lack of skilled are hindering the market growth.

Software application developed to acquire, convert, analyze and report data for BI (business intelligence) are known as business intelligence and analytics software. Furthermore, these tools are used to read information that have already been stored, not necessarily in data mart. Besides this, the tool helps front line users to design reports as well as perform analytics, ensuring less dependency on information technology department. Fast deployment, performance management, ultimate optimization, power data mining and curbing implementation challenges are some of benefits offered by business intelligence and analytics software.

Based on Organisation Size, the Small & Medium Business segment accounted for considerable market share during the forecast period. Small & Medium Business relies a lot upon the business intelligence software that aren't custom designed as they have less data be analyzed. Geographically, The North America market is expected to grow at the highest CAGR during the forecast period. The United States and Canada are the main countries driving the market in North America region, due to highly adopted business intelligence and analytic software and solution by a variety of organization, which have raised the market.

Some of the key players profiled in the Business Intelligence and Analytics Software

Market include Alteryx, Birst, GoodData Corporation, IBM Corporation, Information Builders, Microsoft Corporation, Microstrategy, OpenText, Oracle Corporation, Qlik Technologies Inc, Salesforce, SAP AG, SAS Institute Inc, Tableau Software Inc and Tibco Software.

Deployment Types Covered:

On-site

On-Premise

On-Cloud

Applications Covered:

Telecom and IT

Retail

Media and Entertainment

Manufacturing

Healthcare

Government

Energy and Power

Education

Banking, Financial Services and Insurance (BSFI)

Other Applications

Platforms Covered:

Business Intelligence (Bi) Platform

Advanced and Predictive Analytics

Analytics Application

Content Analytics

Corporate Performance Management (CPM) Suite

Organization Sizes Covered:

Small & Medium Business(SMBS)

Large Scale Enterprises

Services Covered:

Professional Services

Support and maintenance Services

Managed Service

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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