

# Data Analytics Outsourcing - Global Market Outlook (2017-2026)

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## Abstracts

According to Statistics MRC, the Global Data Analytics Outsourcing Market is accounted for \$2,233.12 million in 2017 and is expected to reach \$18,681.12 million by 2026 growing at a CAGR of 26.6% during the forecast period. Some of the factors favouring the market growth are huge acceptance of mobile devices and social media and huge investments in data analytics by organizations to boost their output. Lack of availability of data scientists around the globe and privacy concerns of personal data, & data security problems are hampering the market growth. Moreover, rising recognition of Internet of things (IoT) as it provides vendors and businesses is providing ample opportunities for the market growth.

Data Analytics Outsourcing represents the outsourcing of data and statistical research, adding up to the purpose of computational resources for useful decision-making and complex business solutions to third-party marketers. Data analytics tools enable organizations to make better decisions, raise efficiency, diminish operational costs, supply customized offerings and improve customer services.

By type, descriptive data analytics segment is driving the market growth. The rising acceptance of digital technologies and big data has encouraged enterprises to adopt descriptive analytics owing to the resulting growth in volume of data. The data provided by descriptive analytics help the enterprises to generate a better plan for business growth and for better decision-making.

North America dominated the market in terms of revenue due to increasing adoption of superior digital technologies by end users in the region, leading to generation of large volumes of data. In addition, rising amount of data from several branches including production, procurement, sales & marketing and human resource is projected to drive

demand for data analytics outsourcing in the region.

Some of the key players profiled in the Data Analytics Outsourcing include Accenture, Infosys Ltd, Capgemini, IBM Corporation, Tata Consultancy Services Ltd., Genpact Ltd., Wipro Ltd., Sap SE, Fractal Analytics Ltd, Mu Sigma, Inc., ZS Associates, Inc., Trianz, RSA Security LLC, ThreatMetrix and Opera Solutions LLC.

#### Types Covered:

Predictive Data Analytics

Prescriptive Data Analytics

Descriptive Data Analytics

#### Applications Covered:

Supply Chain Analytics

Sales Analytics

Marketing Analytics

Finance & Risk Analytics

Fraud Detection and Risk management

Advisory Services

Process Optimization

Device Security Solutions

Other Applications

#### End Users Covered:

Media & Entertainment

IT & Telecom

Banking, financial services and insurance (BFSI)

Healthcare

Retail

Manufacturing

Energy & Utilities

Education

Consumer Packaged Goods

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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