

Predictive Analytics - Global Market Outlook (2017-2023)

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Abstracts

According to Statistics MRC, the Global Predictive Analytics market is expected to grow from \$3.89 billion in 2016 to reach \$14.95 billion by 2023 with a CAGR of 21.2%. Growing adoption of big data and other related technologies, emergence of e-commerce and the growing data traffic are some of the key factors influencing the market growth. In addition, emergence of machine learning and artificial intelligence provides ample of opportunities for the market growth. However, time-consuming process of analysis, lack of awareness and unqualified professionals may restrain market growth.

Predictive analytics is the branch of the highly developed analytics which is used to make predictions about unknown future events. Predictive analytics uses many techniques from data mining, statistics, modelling, machine learning, and artificial intelligence to analyze current data to make predictions about future. The objective is to go beyond and know what has happened to provide a best estimation of what will happen in the future. This use of analytics will be helpful to avoid predicted problems, such as equipment failure or depleted stock, or to capitalize on opportunities to market products to customers, like targeting people in happy or dejecting moods after a sporting event.

Due to its cost-effectiveness and easy worldwide accessibility cloud-based deployment model registered significant growth. Moreover, due to innovations in cloud technologies and increase in data generation from various constituents and customers, the cloud-based deployment model is gaining traction. North America held the largest market share and is anticipated to continue its dominance during the forecast period. This is mainly because of the presence of various developed economies, such as Canada and the US, and focus over innovating the existing solutions. Furthermore, early acceptance

of technologies and high penetration in various industry verticals, such as manufacturing, healthcare, transportation, and logistics, are driving the growth of the market in this region.

Some of the key players in global Predictive Analytics market include SAP SE, Oracle Corporation, Tibco Software, Inc., Tableau Software, Inc., SAS Institute, Inc., Microsoft Corporation, International Business Machines (IBM) Corporation, Fair Isaac Corporation (FICO), NTT Data Corporation, Rapidminer, Inc., Angoss Software Corporation, TIMi Suite, Predixion, Statsoft and GraphLab Create.

Types Covered:

Services

Solutions

Organisation Sizes Covered:

Large Enterprises

Small and Medium-Sized Enterprises

Deployment Models Covered:

Cloud

On-Premises

Applications Covered:

Customer & Channel

Finance and Risk

Sales & Marketing

Other Applications

End Users Covered:

Transportation and Logistics

Manufacturing

Retail and Ecommerce

Banking, Financial Services, and Insurance

Healthcare and Life Sciences

Government and Defense

Energy and Utilities

Telecommunications and IT

Media and Entertainment

Engineering & Construction

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 7 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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NOTE: Tables for North America, Europe, Asia Pacific, South America and Middle East & Africa are represented in the same manner.

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