

Prescriptive and Predictive Analytics - Global Market Outlook (2017-2026)

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Abstracts

According to Stratistics MRC, the Global Prescriptive and Predictive Analytics Market is accounted for \$5.72 billion in 2017 and is expected to reach \$28.71 billion by 2026 growing at a CAGR of 19.6% during the forecast period. Some of the key factors influencing the market growth include growth in demand for global consumer goods, need for comprehensive market analytics and increasing demand for cloud-based predictive analytics. However, data privacy and security concerns are restricting the market growth.

Predictive analytics is the practice of extracting information from existing data. It helps users determine and understand the buying patterns of customers, and predict future trends for an organization. Prescriptive analytics is another branch of advanced analytics, dedicated to obtaining the best course of action for a presented situation.

Amongst end user industries, the retail segment has a significant growth during the forecast period due to increasing competition, a wide array of product offerings, multiple touch points for customers, and increasing customer complexities enable retailers to use analytics. Retail Analytics helps firms target and reach out to new customers, forecast store traffic, and prevent theft and fraud.

By Geography, Asia Pacific is expected to grow at the significant market share during the forecast period. Globally emerging countries such as India and China constitute the growth of the consumer goods market due to the high penetration of internet and rapid urbanization.

Some of the key players in global prescriptive and predictive analytics market are Salesforce.com, IBM Corporation, Accenture PLC, Versium Inc., Oracle Corporation,



Angoss Software Corporation, TIBCO, SAP SE, Angoss Software, Microsoft oration,

Tableau, and Pegasystems.	C	
Software-Systems Covered:		
Customer Relationship Management		
Decision Support Systems		
Fraud Detection Systems		
Data-Mining		
Performance Management Systems		
Risk Assessment and Management Systems		
Deliveries Covered:		
Cloud Based		
On-Site		
Types Covered:		
Behavioral Analytics		
Marketing Analytics		
Talent Analytics		
Collection Analytics		
Supply-Chain Analytics		

Other Types



Applications Covered:		
Finance		
Marketing & Sales		
Manufacturing		
Operations Management		
Supply-Chain Management		
Human Resource		
End User Industries Covered:		
Healthcare & Pharmaceutical		
Information Technology & Telecommunication		
Banking, Financial Services and Insurance (BFSI)		
Retail		
Social Media & Entertainment		
Government & Defense		
Industrial		
Other End Use Industries		

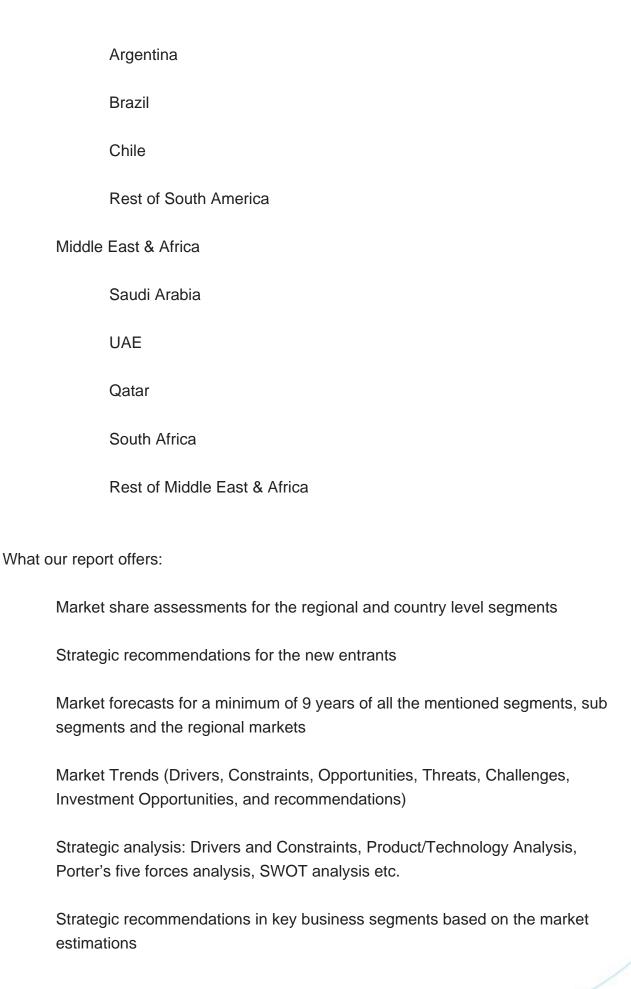
North America

Regions Covered:



	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		







Competitive landscaping mapping the key common trends

Company profiling with detailed strategies, financials, and recent developments

Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the clients interest (Note: Depends of feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances



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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.



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