

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

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Abstracts

According to Statistics 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 Corporation, Alteryx, Infor Inc., SAS Institute Inc., Zemantis, Teradata Corporation, Tableau, and Pegasystems.

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

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

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 analysis: Drivers and Constraints, Product/Technology Analysis, Porter's five forces analysis, SWOT analysis etc.

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

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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