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Australia Data Analytics Market, By Component (Software and Services), By Deployment (On-Premise and Cloud), By Organization Size (Large Enterprises Vs Small and Medium Enterprises), By End-User Industry (BFSI, Government & Defense, Retail & E-Commerce, IT & Telecom Others), By Region, Competition, Forecast & Opportunities, 2025

https://marketpublishers.com/r/AD932B63906BEN.html
Date: February 2020
Pages: 71
Price: US$ 4,400.00 (Single User License)
ID: AD932B63906BEN

Abstracts

Australia data analytics market is projected to grow at a CAGR of 20% during the forecast period. Data analytics is defined as the science of collecting, transforming and analyzing raw data to extract the useful information. Data analytics helps organizations in detecting fraud, improving productivity, reducing risk, improving customer experience & satisfaction, taking quick actions on emerging market trends, gaining competitive advantages over other industry players, etc. The reason for the growth of the data analytics market in Australia includes growing number of businesses that rely on large scale data analytics to obtain greater insights on their customer’s behaviour along with their respective business requirements. Moreover, increasing awareness among the organizations regarding the generated data which can be used for foretelling future outcomes is positively influencing the growth of data analytics market in the country. Furthermore, rising penetration of integrated and connected technologies is further anticipated to boost the market growth over the coming years.

Australia data analytics market can be segmented based on component, deployment, organization size, end-user industry, company and regional analysis. Based on deployment, the market can be segmented into on-premise and Cloud. Out of which, Cloud is estimated to be the fastest growing segment during the forecast period which can be attributed to the numerous benefits it offers, such as simple deployments,

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reduced operational costs, and higher scalability. On the other hand, the data analytics solution providers are focusing more on development of robust cloud-based solutions for their customers because many organizations have migrated to either private or public cloud.

SAS Institute Australia Pty Ltd, SAP Australia Pty Ltd, IBM Australia Ltd, SFDC Australia Pty. Ltd. (Salesforce), Oracle Corp Australia Pty Ltd, Microsoft Pty Ltd, Dell Australia Pty Ltd, Qliktech Australia Pty Ltd, TIBCO Software Australia Pty Ltd. and Sisense Australia Pty Ltd. others are the leading players operating in Australia data analytics market. The companies are developing advanced technologies in order to stay competitive in the market and to expand their geographic reach.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021–2025

Objective of the Study:

To analyze and forecast the market size of Australia data analytics market.

To classify and forecast Australia data analytics market based on component, deployment, organization size, end-user industry, company and regional distribution.

To identify drivers and challenges for Australia data analytics market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in Australia data analytics market.

To identify and analyse the profile of leading players operating in the Australia data analytics market.

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TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of data analytics companies across the region. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the companies, distribution channels and presence of all major companies across the region.

TechSci Research calculated the market size of Australia data analytics market using a bottom-up approach, where data for various end-user segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Australia data analytics companies, contractors and other stakeholders

Trade associations, organizations, forums and alliances related to data analytics

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as companies, contractors, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, Australia data analytics market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, by Component:

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Software

Services

Market, by Deployment:

On-Premise

Cloud

Market, by Organization Size:

Large Enterprises

Small and Medium Enterprises

Market, by End-User Industry:

BFSI

Government & Defense

Retail & E-commerce

IT & Telecom

Others

Market, by Region:

ACT+NSW

Victoria+Tasmania

Queensland

Western Australia

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Northern Territory+Southern Australia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Australia data analytics market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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