Global Data Analytics Market, By Type (Predictive, Prescriptive), Solution (Data Management, Data Visualization), Application (ERP, SCM), Industry (BFSI, IT & Telecom, Manufacturing), Deployment (Cloud, On-Premise), Organization Size – Forecast (2017-2023)

The report projects that the global market for data analytics will exhibit a CAGR of 30.08% during the forecast period (2017-2023) to surpass a valuation of USD 77.64 billion. This market has witnessed yet another year of steady growth in 2017. Data analytics techniques are widely used in commercial industries to enable organizations to make more productive business decisions. The data analytics tool help businesses increase revenue, improve operational efficiency, optimize marketing campaigns, respond faster to emerging trends and gain a competitive advantage.

Data analytics is used to identify the probability of future outcomes based on historical data and trends using statistical algorithms and machine learning techniques. It aims to leverage the existing database for assessment of future probabilities.

Report Overview

The report delivers hard-hitting market facts and historical market trends along with correlations between the market dynamics and forecasts. In this report, the user will also come across an in-depth segmental analysis of the market based on type, solution, application, industry, deployment, organization size, and region, delivering valuable insights.

The report also explores market dynamics such as drivers, trends, opportunities, and restraints, influencing the growth pattern of key market segments. The section also sheds light on the key micro and macroeconomic factors impacting the overall growth of the market.

By type, the market has been segmented into predictive analytics, prescriptive analytics, descriptive analytics, and customer analytics. By solution, the market has been segmented into data management, fraud & security intelligence, data mining, data visualization, and data monitoring. By application, the market has been segmented into enterprise resource planning, supply chain management, human resource management, database management and others.

All the segments and sub-segments are profiled under six major geographies– North America, South America, Europe, Asia Pacific, the Middle East & Africa (MEA) and Rest of the World, with the respective country-level market sizes. For the scope of the research, the definition of the product/service “data analytics ” is also included in the report. The report discusses the current prospects of the market and delivers an unbiass growth assessment.

Players Covered

Microsoft Corporation (U.S.), SAP SE (U.S.), Amazon Web Services Inc. (U.S.), Oracle Corporation (U.S.), SAS Institute Inc. (U.S.), Dell Inc. (U.S.), Alteryx, Inc. (U.S.), Datameer Inc. (U.S.), Looker Data Sciences, Inc. (U.S.) and IBM Corporation (U.S).

The report provides a comprehensive analysis of the market structure along with future assessment for the next five years of various segments and sub-segments of the data analytics market.

Research Methodology

MRFR applied a new but highly credible research methodology for making projections.
Statistical conclusions drawn in the report are the result of an exhaustive investigation and analysis of the key market elements. A multi-level data collection procedure, which includes both primary and secondary research inputs ensures the delivery of an impactful intelligence. To support the statistical findings and projections, full-scale industry focused primary research was conducted to gain meaningful insights of the market. Primary research also includes surveys and interviews with the key personnel associated with the technology sector (VPs, CEOs, Marketing Directors, Business Development Managers and others). Additionally, the primary data collected is cross-checked using triangulation method. Secondary research was mainly employed for collecting and identifying information useful for technical, market-oriented, and commercial study of the data analytics market.

**Analysis Period**
- Base Year - 2017
- Projection Period - From 2018 to 2023
- Market Denomination - USD Million
- Conversion Rate - Considered as per the respective financial years

For the scope of the research, MFRR’s report offers a comprehensive segmental analysis of the global market for data analytics

**By Type**
- Predictive Analytics
- Prescriptive Analytics
- Descriptive Analytics
- Customer Analytics
- Others

**By Solution**
- Data Management
- Data Mining
- Fraud & Security Intelligence
- Data Monitoring

**By Application**
- Enterprise Resource Planning
- Supply Chain Management
- Human Resource Management
- Database Management

**By Organization Size**
- Small and Medium Enterprise
- Large Enterprise

**By Deployment**
- Cloud
- On premise

**By Industry**
- BFSI
- IT & Telecom
- Manufacturing
- Retail & E-Commerce
- Energy & Power
- Healthcare
- Transport and Logistics
- Media & Entertainment
- Others

**By Region**
- North America; The U.S., and Canada
- Europe; Germany, the UK, France, Spain, Italy, and Rest of Europe
• Asia Pacific (APAC); China, Japan, India and Rest of Asia Pacific
• The Middle East & Africa (MEA)
• South America
• Rest of the world (Row)

Intended Audience
• Data Analytics Companies
• Analytics Service Providers
• Software Developer Companies
• Service Providers
• Manufacturing Companies
• Big Data Analytics Service Providers

Additional Free Customization
• Additional 2 Country Data (Value + volume)
• Additional 7 company profiles
• Criss-cross segmentation, 2nd level segmentation

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