

# Global Business Intelligence and Analytics Market: Size, Trends & Forecasts (2018-2022)

August 2018



# Global Business Intelligence and Analytics Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Global Market Analysis

Dynamics

Competitive Landscape

Company Profiling

# Global Business Intelligence and Analytics Market: Coverage

## Scope of the Report

Attributes	Details
Title	Global Business Intelligence and Analytics Market : Size, Trends & Forecasts (2018-2022)
Coverage	Global
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2018-2022
Competition in the Market	Fragmented
Key Players	IBM Corporation, Microsoft Corporation, SAP SE, SAS Institute

# Global Business Intelligence and Analytics Market

## Executive Summary

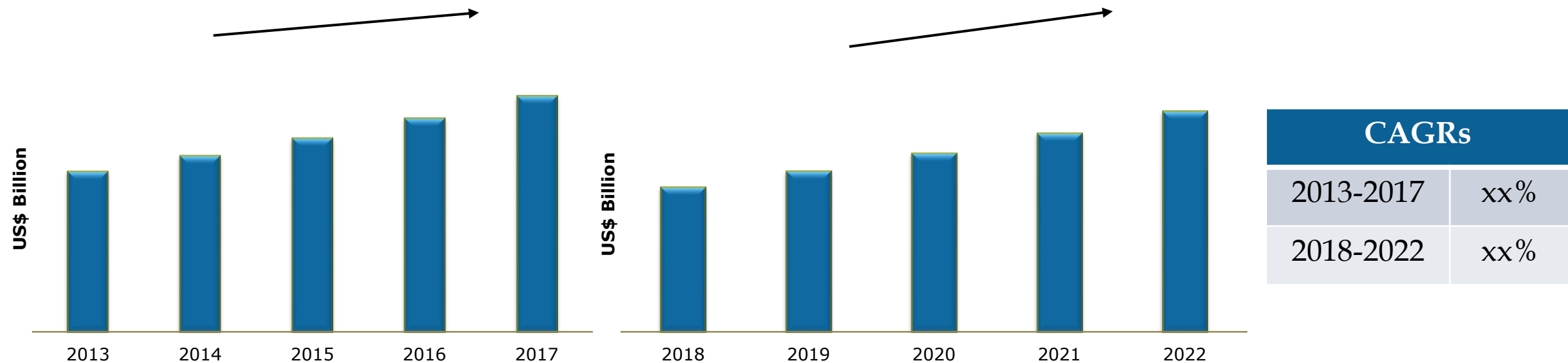
Business intelligence and analytics is a combination of two major segments, which includes business intelligence and analytics. The concept of analytics was introduced in business intelligence due to the increasing need for detailed analysis of large volume of structured and unstructured data. Business Intelligence (BI) is a set of processes and technologies that helps to convert raw data into meaningful insights for business organizations and various other end users. BI makes a direct impact on an organization's strategic and operational business decisions. BI enables fact-based decision making using historical data rather than relying on assumptions. Analytics is concerned with turning raw data into insights and predictions about the future for better decision making. Analytics provide businesses with meaningful information which may otherwise be hidden within large quantities of data.

The global business intelligence and analytics market has been segmented on the basis of types, services, deployment type, end users and end-use verticals. The market can be segmented on the basis of type into spatial and location analytics, advanced and predictive analytics, cognitive/ AI (Artificial Intelligence), content analytics and end-user query and reporting analytics. On the basis of services, market can be divided into professional services and managed services and on the basis of deployment type, the market is fragmented into on-premise and hosted (cloud based). Users of the business intelligence and analytics market include small & medium enterprises and large enterprises and various end-use verticals of the market are healthcare, IT and telecom, retail, education etc.

The global business intelligence and analytics market has witnessed continuous growth in the past few years and is projected to grow even further during the forecast period (2018-2022). The business intelligence and analytics market is expected to be driven by various growth enhancing factors such as growing trend of big data, increasing demand for enterprise resource planning (ERP), growing relevance of internet of things, increasing demand for real time data analysis etc. However, the market is not free from challenges that are hindering its growth. Some of the major challenges faced by the market are irrelevant and bad quality data and the shortage of skilled workforce.

# Business Intelligence and Analytics Market: Global Analysis

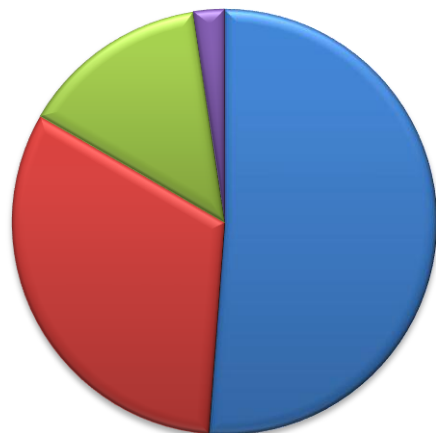
Global Business Intelligence and Analytics Market by Value



The global business intelligence and analytics market, valued at US\$.... billion in 2017, increased as compared to US\$... billion in 2016 at a CAGR of ....% from 2013 to 2017. The global business intelligence and analytics market is anticipated to reach up to US\$... billion by 2022 from US\$... billion in 2018..

# Business Intelligence and Analytics Market: Global Analysis

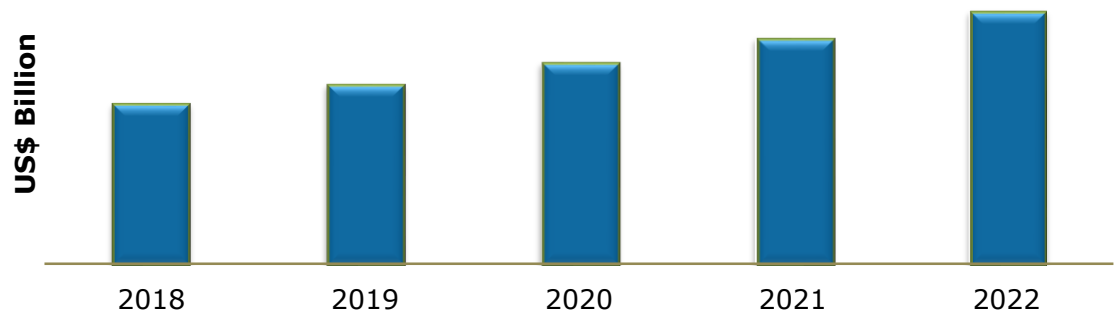
Global Business Intelligence and Analytics Market by Segments; 2017



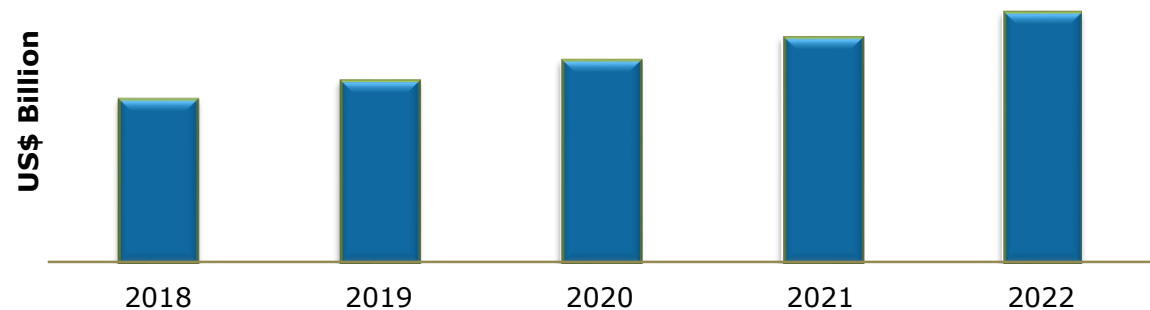
Segments	Share	CAGRs
End-user Query, Reporting and Analysis	xx%	xx%
Cognitive/ AI (Artificial Intelligence), Content Analytics	xx%	xx%
Advanced and Predictive Analytics	xx%	xx%
Spatial and Location Analytics	xx%	xx%

# Business Intelligence and Analytics Market: Segment Analysis

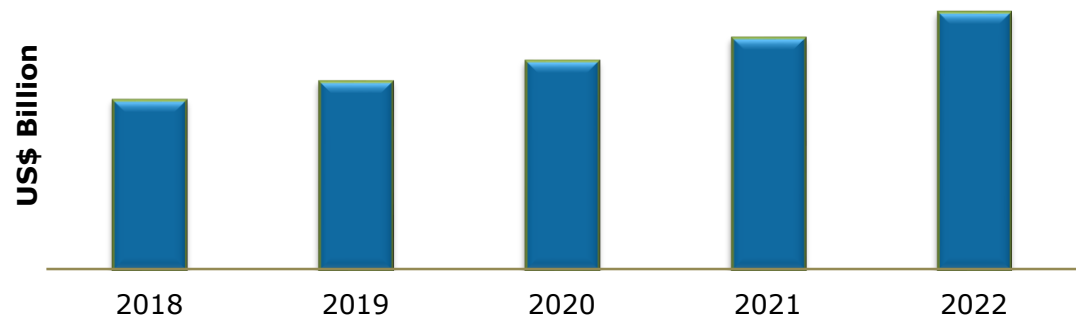
Global Spatial and Location Analytics Market by Value



Global Advanced and Predictive Analytics Market by Value



Global End-user Query, Reporting and Analysis Market by Value



Segments	CAGR	
	2013-2017	2018-2022
Spatial and Location Analytics	xx%	xx%
Advanced and Predictive Analytics	xx%	xx%
End-user Query, Reporting and Analysis	xx%	xx%
Cognitive/ AI (Artificial Intelligence), Content Analytics	xx%	xx%



# Business Intelligence and Analytics Market: Dynamics





# Business Intelligence and Analytics Market: Competitive Landscape

## Players Profiled

- IBM Corporation
- Microsoft Corporation
- SAP SE
- SAS Institute



Note: The graphs on this slide are only for sample representation.