About Business Analytics Market

Business analytics software collects, manages, and analyzes both structured and unstructured data to provide insights to improve business processes, achieve corporate goals, and help make appropriate and quick decisions. It includes EPM and analytics applications, business intelligence (BI) tools, and data warehouse platform. A data warehouse comprises databases in which a huge volume of enterprise data is stored. Various analytical tools are used to streamline processes and relationships in databases. Business analytics is being increasingly adopted due to its benefits that include proper data management, performance management, advanced analytics reporting and analysis, knowledge discovery and decision making, and presentation and reporting.

The analysts forecast the global business analytics market to grow at a CAGR of 12.65% over the period 2014-2019.

Covered in this Report

This report covers the present scenario and the growth prospects of the global business analytics market for the period 2015–2019. To calculate the market size, the report considers revenue generated from software licensing, maintenance, implementation, and subscriptions. The report considers the revenue generated from:
- BI and Analytics
- DW
- EPM

The report also segments the market by deployment model into:
- Cloud
- On-premises

It also presents the vendor landscape and a corresponding detailed analysis of the top four vendors in the global business analytics market. In addition, the report discusses the major drivers that influence the growth of the market. It also outlines the challenges faced by vendors and the market at large, as well as the key trends emerging in the market.

Key Regions
- APEJ
- Europe
- Latin America
- MEA
- North America

Key Vendors
- IBM
- Microsoft
- Oracle
- SAP

Other Prominent Vendors
- Actuate
- Adaptive Planning
- Bime
- Birst
- Cloud9 Analytics
- Gooddata
- Host Analytics
- Indicee (D&B)
- Infor Global Solutions
- Jaspersoft
- Microstrategy
- SAS Institute
- Tableau Software
- Teradata
- TIBCO Software
- VMware

**Market Driver**
- Increased Use of Location Analytics
  - For a full, detailed list, view our report

**Market Challenge**
- Lack of Expertise
  - For a full, detailed list, view our report

**Market Trend**
- Growth in Advanced Analytics Market
  - For a full, detailed list, view our report

**Key Questions Answered in this Report**
- What will the market size be in 2019 and what will the growth rate be?
- What are the key market trends?
- What is driving this market?
- What are the challenges to market growth?
- Who are the key vendors in this market space?
- What are the market opportunities and threats faced by the key vendors?
- What are the strengths and weaknesses of the key vendors?

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