Predictive Analytics Market by Business Function, Applications, Organization Size, Deployment Model, Vertical, & by Region - Global Forecast to 2020

Description:

The year 2014 has been considered as the base year while the forecast period is 2015-2020. The report segments the market into business function, application, deployment model, organization size, vertical, and region. The rising budgetary expenditure on events and increasing adoption of cloud platform are expected to drive the growth in the market. The rapid transformation from traditional Business Intelligence (BI) techniques to advanced analytics techniques and massive amount of unstructured data is compelling organizations to use predictive analytics techniques.

The report segments the global predictive analytics market on the basis of business functions, applications, deployment models, organization size, verticals, and regions. The report provides an in-depth analysis and the market size estimations.

Top-down and bottom-up approaches were used to estimate and validate the size of the global predictive analytics market and to estimate the size of various other dependent submarkets in the overall market. The key players in the market were identified through secondary research and their market shares in respective regions were determined through primary and secondary research.

This entire procedure includes the study of the annual and financial reports of top market players and extensive interviews for key insights from industry leaders. All percentage shares, splits, and breakdowns were determined by using secondary sources and verified through primary sources. All possible parameters that affect the markets are covered in this research study have been accounted for, viewed in extensive detail, verified through primary research, and analyzed to get the final quantitative and qualitative data. This data is consolidated and added with detailed inputs and analysis.

Extensive interviews with key people such as CEOs, VPs, Directors and executives were conducted.

The predictive analytics ecosystem comprises analytics vendors, such as Microsoft, IBM, SAP SE, SAS Institute, FICO, and various others; service providers, system integrators, and enterprises. Other stakeholders of the market include analytics service providers, mobile application providers, consulting service providers, government organizations, resellers, research organizations, enterprise users, and technology providers.

Scope of the Report:

The research report categorizes the predictive analytics market to forecast the revenues and analyze the trends in each of the following sub-markets:

On the basis of Business functions:

- Sales
- Marketing
- Operations
- Finance
- Human Resource

On the basis of Applications:

- Risk Management
- Network Management
- Sales and Marketing Management
- Workforce Management
- Operations Management
- Supply Chain Management
- Other Applications
On the basis of Deployment models:
- On-premise
- On-demand

On the basis of Organization size:
- SMBs
- Large Enterprises

On the basis of Verticals:
- BFSI
- Retail and Wholesale
- Telecommunications and IT
- Energy and Utilities
- Manufacturing
- Government and Public Sector
- Transportation and Logistics
- Healthcare and Life Sciences
- Media and Entertainment
- Travel and Hospitality
- Others

On the basis of Regions:
- North America
- Europe
- Asia-Pacific (APAC)
- Middle East & Africa (MEA)
- Latin America

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