Description:

Analytics is a science of the interpretation of a large amount of data and has been a useful tool for a wide range of industries ranging from IT, telecom and banking to healthcare, government and defense, to name just a few. The education sector, albeit a late adapter, has also recently embraced analytics in order to sift through the sea of information that is available.

The purpose of employing learning analytics is to be able to turn data into actionable insights that can further the graduation rates, improve student retention rates and make education more engaging for students. Apart from this, educational institutions are turning to learning analytics with the aim of achieving their strategic goals while enhancing the overall learning experience for students. With each student being unique in his/her ability to cope, learning analytics can help identify struggling students much earlier into a course than was possible before. Students also get the opportunity to take control of their own learning by using information about their progress and getting an idea of what is required to meet their educational goals. While these factors are strong drivers for the growth of this market, there is a certain lack of awareness in underdeveloped and developing countries that could curtail the growth. This coupled with the requirement of high initial investment are factors that are currently hampering the growth in these regions. There is also a major concern about ethics and data privacy that is being addressed by policies and frameworks to deal with issues of data ownership, transparency, consent, to name a few.

The Global Learning Analytics Solution market has been segmented based several parameters in this report. Firstly, on the basis of the analytics solution, namely, predictive, content, adaptive learning and social learning analytics. The report also delves into the methods of analytics that includes content analysis, discourse analytics, social learning analytics and disposition analytics. Learning analytics can have either on-premise or cloud-based deployments and have been segmented accordingly in this report. Market information has been segmented on the basis of the type of end-user of learning analytics for the education sector into K-12 and higher education. The report also covers the market across Americas, Europe, Asia-Pacific and others. In terms of geographical regions, North America and Europe have been the leading adapters of learning analytics till date and will constitute a major share till the end of the forecast period. However, Asia Pacific is expected to have the highest growth rate till 2020.

The highly competitive landscape includes companies such as:

- Blackboard, Inc.
- D2L Corporation
- McGraw-Hill Education
- Pearson PLC
- Saba Software, Inc.
- Microsoft Corporation, among others.

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*More than 40 Companies are profiled in this Research Report, Complete List available on Request*
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