**Investment Opportunities of Big Data Technology in China (2016 - 2021)**

**Description:**
Big Data, which refers to the gigantic volume of dynamic data, is characterised by its volume, variety, velocity and value. The technology with fundamental components such as basic infrastructure, data organization and management, analytics and data mining and decision support system and process automation system, has been growing at a CAGR of 35% from 2015 to 2020. The Big Data market in China consists of storage, server, networking, analytics software and application, and services market.

Though China has the third largest rate of adoption of big data technology after U.S and India, the technology is predominant in IT domain followed by consumer-centric verticals like retail and e-commerce. The technology is fairly nascent in healthcare and pharmaceutical vertical as well as in Governmental organizations. China generates an immense amount of data from various sources, and if put to proper storage and analysis, the data can generate some valuable trends and insights into the behaviour of the customer and will help make more informed decisions in real-time.

The primary drivers of the technology in China are the explosion of data due to rising rates of internet, mobile/smartphone penetration, advancement in algorithm development and machine learning, and the need for customer and behavioural analytics. The economy has also lately been supported by the Government of China. The Government is encouraging investment in the infrastructure required for the storage and analysis of big data in the domestic market.

The market can be segmented on the basis of deployment (On-Premise and Cloud), approach (Hadoop, NoSQL, MPAD and others) and verticals (Telecom and IT, Financial Services, Energy and Power, Retail, Tourism, Manufacturing, Engineering and Construction, Aerospace and Defense, Media and Entertainment, Healthcare and others) with sub-verticals on the basis of particular applications.

Meanwhile, leading Chinese firms from the domain of e-commerce, banking and telecom etc. have started incorporating data analytics for more strategic functioning, smoother operations and more efficient management.

Alibaba, Baidu and Tencent have recently begun to make large investments in e-commerce, finance, and data mining and analytics. Other prominent companies in this domain are Asia Analytics (formerly known as SPSS China), Traintracks and Comrise. This report concentrates on certain key business parameters, indicating the robustness and the company's potential to invest in, such as the Current Sales Figure, Cash Flow Statements, Annual Turnover, Profit and Loss Statement CAGR, Patents, Legal Issues etc. Global Giants in the IT market such as IBM, Microsoft, Oracle, SAP, Cisco and SAS have invested heavily in establishing data centres in China, developing services and acquiring software companies that specialize in business intelligence tools.

However, the technology has more scope of applicability and adoption in China and shows tremendous promise as most Chinese companies do not own enough data and still lack the technical expertise to utilize analyse and monetize this data.

What the report offers

1. Market Definition and an in-depth analysis for the Big Data market in China along with identification of key drivers and restraints for the market.

2. Identification of factors instrumental in changing the market scenarios, rising prospective opportunities and identification of key companies which can influence the market on a regional and country scale.

3. Extensively researched competitive landscape section with profiles of emerging companies along with their financials, asset and liability account, strategic initiatives and market shares.

4. Identification and analysis of the Macro and Micro factors that affect the Big Data Analytics Market of the China market.

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