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Description:

Advanced & predictive analytics is a group of analytic techniques, based on mathematical principles used to anticipate the future outcomes. Application of advanced & predictive analytics techniques which started its application to illustrate statistics which was used to count and quantify past occurrences, which can be crucial in a reactive and course correction manner. These advanced & predictive analytics technologies are extensively utilised in various industry verticals, including marketing, risk management, economics and healthcare. In the recent years, many new diverse business domains have shown a legitimate interest in these technologies to cultivate better decision making and improved business outcomes.

The growth of the Advanced and Predictive Analytics (APA) software market is primarily driven by the implementation of Big Data repositories, such as NewSQL, NoSQL, Hadoop databases and other platforms, to enhance the ability of computing data and business value from APA. Additionally, the shift in preference of business analysts towards becoming data scientists is also contributing in boosting the growth of the global Advanced and Predictive Analytics software market.

The market in Asia Pacific is expected to expand at a CAGR of 8.3% during the forecast period, with countries such as India, China, Japan, South Korea, Singapore and Philippines driving the adoption of APA solutions in the region. The growth across these countries is primarily driven by several leading players, which are setting up their offices in this region with a view to expanding their operations. Also, growing Internet-based business models and application of Internet solutions in the traditional business models of enterprises is expected to create potential growth opportunities for players in the Advanced and Predictive Analytics (APA) software market during the forecast period.

In 2018, the global Advanced and Predictive Analytics (APA) Software market size was xx million US$ and it is expected to reach xx million US$ by the end of 2025, with a CAGR of xx% during 2019-2025.

This report focuses on the global Advanced and Predictive Analytics (APA) Software status, future forecast, growth opportunity, key market and key players. The study objectives are to present the Advanced and Predictive Analytics (APA) Software development in United States, Europe and China.

The key players covered in this study

- International Business Machines Corporation (IBM)
- SAS Institute
- Microsoft Corporation
- SAP
- Tableau Software
- Information Builders
- Fair Isaac Corporation (FICO)
- Teradata Corporation
- Axiom Corporation
- Oracle Corporation
- TIBCO Software

Market segment by Type, the product can be split into

- On Premise
- Cloud Based

Market segment by Application, split into

- Banking and Financial Services
- Insurance
- Government
- Public Administration and Utilities
- Pharmaceuticals
- Telecom and IT
- Retail
- Transportation
- Logistics
- Healthcare

Market segment by Regions/Countries, this report covers

- United States
- Europe
- China
- Japan
- Southeast Asia
- India
- Central & South America

The study objectives of this report are:

To analyze global Advanced and Predictive Analytics (APA) Software status, future forecast, growth opportunity, key market and key players.

To present the Advanced and Predictive Analytics (APA) Software development in United States, Europe and China.

To strategically profile the key players and comprehensively analyze their development plan and strategies.

To define, describe and forecast the market by product type, market and key regions.

In this study, the years considered to estimate the market size of Advanced and Predictive Analytics (APA) Software are as follows:

History Year: 2014-2018
Base Year: 2018
Estimated Year: 2019
Forecast Year 2019 to 2025
For the data information by region, company, type and application, 2018 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

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