



Global Augmented Analytics Market 2019 Share, Trend, Segmentation and Forecast to 2025

This report covers market characteristics, size and growth, segmentation, regional breakdowns, competitive landscape, market shares, trends and strategies

PUNE, INDIA, October 7, 2019 /EINPresswire.com/ -- Overview:

Augmented analytics can be defined as the application of machine learning (ML) and natural language processing (NLP) that would ensure an enhancement of data sharing, data analytics, and business intelligence. Data analytics software are creating grounds for the market for augmented analytics by incorporating the method in the system to handle large data sets. The process is gaining trends as it can ensure proper understanding of valuable or unusual trends that can impact the decision-making process.

The market for augmented analytics is expected to rise and several factors can impact the process. This is due to the increasing investment made in the sector by various organizations to streamline their workforce. Also, several companies are taking it as a head start in the market to reap of maximum benefits by capitalizing on opportunities that were provided. The segment is gaining investment from diverse areas.

Various adversities can also deter the market for augmented analytics from having the expected growth rate. High initial installation rate, high cost to change existing procedure, and lack of skilled labors to back up the entire process can bog down the market for augmented analytics. However, interests shown by large enterprises and growing participation from small & medium enterprises can ensure better growth chart.

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The key players covered in this study

IBM
SAP
Microsoft
Oracle
Tableau
MicroStrategy
SAS
Qlik
TIBCO Software
Sisense
Information Builders

Segmentation:

The market for augmented analytics can rely on a detailed study that segments the market on

the basis of type and application. These segments hold details of factors that has made huge impact on the market and is expected to fetch revenues in the coming years.

By type, the market for augmented analytics can be segmented into on-premise and cloud-based. The cloud-based segment has the potential to cover a notable share of the market for its cost-affordability and easy service.

By application, the study for augmented analytics include BFSI, manufacturing, government, and others. All these segments can cash in on the potential of the market.

Regional Analysis:

North America is expected to make a name for itself in the augmented analytics market as its technological superiority would ensure better percolation. Infrastructural setup of the region for various industries is quite robust which allows easy ingress of the technology in the process. The technology makes sure that industries capitalize on the benefits shared by the market. Europe is following the same line as the regional market is putting on the same shoes as North America. The market is also relying heavily on various inclusion of research and developments. The APAC region is looking forward to gain more from the system owing to its overhauling changes in diverse industries. Better investment is also expected to ensure high percolation for the market for augmented analytics.

Industry News:

In September 2019, Affinio launched a new product named ATON that would be acknowledged as an augmented analytics platform. The technology would allow various enterprises to produce insights by connecting data residing inside the entire business to ensure that the market grows faster, smarter, and would assist the company in making decisions on the basis of precise information. This would ensure better outcome by reducing chances of error.

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