

# Business Intelligence and Analytics Market to Rise at CAGR of 11.2% During Forecast Period, Notes Emergen Research Study

*Growing demand for real-time data-driven decision-making solutions and rising need to identify customer behavior across various industries and sectors*

VANCOUVER, BC, CANADA, May 23, 2022 /EINPresswire.com/ -- New Research Study "[Business Intelligence and Analytics Market](#) 2020 analysis by Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges and Investment Opportunities), Size, Share and Outlook" has been added to Emergen Research



The global business intelligence and analytics market is forecast to reach USD 60.49 Billion by 2027, according to a current analysis by Emergen Research. During the forecast period, the global business intelligence and analytics market is projected to expand significantly in terms of revenue due to growing demand for real-time data-driven decision-making solutions.



Business Intelligence and Analytics Market Size – USD 27.20 Billion in 2019, Market Growth—at a CAGR of 11.2%, Market Trends – Rise in adoption of search-driven analytics to generate analysis reports.”

*Emergen Research*

Besides, rising need to identify customer behavior across various industries and sectors is expected to further fuel global business intelligence and analytics market growth during the forecast period. Furthermore, increasing adoption of search-driven analytics to prepare reports will propel revenue growth of the global business intelligence and analytics market growth to a significant extent in the near future. Search-driven analytics is a paradigm to build charts and reports using web search style; also, it can

incorporate natural language processing.

Get a glimpse of the in-depth analysis through our Report Sample:@ <https://www.emergenresearch.com/request-sample/467>

The report, additionally, offers a comprehensive SWOT analysis and Porter's Five Forces analysis to offer a better understanding of the competitive landscape of the industry. It also covers strategies adopted by prominent players such as mergers and acquisitions, collaborations, joint ventures, product launches, and brand promotions, among others. The report aims to offer the readers a holistic understanding of the relevant features of the industry.

Key Players Profiled in the Report are:

SAP SE, Oracle Corporation, Microsoft Corporation, TIBCO Software Inc., GoodData Corporation, International Business Machines Corporation, MicroStrategy Incorporated, Tableau Software, Inc., SAS Institute Inc., and Qlik Technologies Inc.

To know more about the report, visit @ <https://www.emergenresearch.com/industry-report/business-intelligence-and-analytics-market>

Key Highlights of Report

Among the process type segments, the online analytical processing (OLAP) segment is expected to register a significant CAGR of 11.3%, due to growing adoption of OLAP processing-built business intelligence and analytics solutions in various industries and sectors, since OLAP comprises analytical queries, reporting, and decision support.

Due to rapid adoption of cloud technologies by end-users, the modern channel data delivery segment is expected to account for comparatively higher revenue share than other data delivery segments during the forecast period. This can be attributed to significantly high demand for cloud-hosted business intelligence and analytics solutions, which offer streamlined data exchange.

Based on application, the business management segment is expected to lead in terms of revenue contribution to the global business intelligence and analytics market due to increasing implementation of business intelligence and analytics solutions in order to optimize business performance with efficient planning, budgeting, accounting, and forecasting.

Due to growing demand for data visualization approach for report preparation in the financial services sector, the financial services segment among the end-use segments is expected to account for largest market share in the global business intelligence and analytics market during the forecast period.

Market Dynamics:

The report offers insightful information about the market dynamics of the Business intelligence and analytics market. It offers SWOT analysis, PESTEL analysis, and Porter's Five Forces analysis to present a better understanding of the Business intelligence and analytics market, competitive landscape, factors affecting it, and to predict the growth of the industry. It also offers the impact of various market factors along with the effects of the regulatory framework on the growth of the Business intelligence and analytics market.

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Emergen Research has segmented the global business intelligence and analytics market on the basis of process type, data delivery, application, end-use, and region.

Process Type Outlook (Revenue, USD Billion; 2020–2027)

Online Transactional Processing (OLTP)

Online Analytical Processing (OLAP)

Data Delivery Outlook (Revenue, USD Billion; 2020–2027)

Traditional channels

Web portal

Web app

Email

File Transfer Protocol (FTP)

Modern channels

Cloud hosting

Social sharing

Application Outlook (Revenue, USD Billion; 2020–2027)

Business management

Performance management

Strategic planning

Process intelligence

Competitive intelligence

IT management

App analytics

Web analytics

Security management

Sales & Marketing

Customer behavior analysis

Campaign management

CRM

Targeted marketing

Inventory management

Human resource

Talent management

HR analytics

Supply chain & Logistics

Shipping & inventory control

Supplier & vendor management

Sports and games analytics

Analysis of the segments and their growth projection is carried out by extensive historical and current analysis of the market scenario. Further, the report offers details about the factors and features of the Business intelligence and analytics market expected to boost the growth of the industry in the coming years.

Radical Highlights of the Business intelligence and analytics Market Report:

Comprehensive overview of the Business intelligence and analytics market along with analysis of the changing dynamics of the market

Growth Assessment of various market segments throughout the forecast period

Regional and global analysis of the market players, including their market share and global position

Growth strategies adopted by key market players to combat the impact of the COVID-19 pandemic on the market

Impact of the technological developments and R&D advancements on the Business intelligence and analytics market

Information about profit-making strategies and developmental strategies of major companies and manufacturers

Insightful information for the new entrants willing to enter the market

Details and insights about business expansion strategies, product launches, and other collaborations

The report incorporates advanced analytical tools such as SWOT analysis, Porter's Five Forces Analysis, feasibility analysis, and investment return analysis

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At Emergen Research, we believe in advancing with technology. We are a growing market research and strategy consulting company with an exhaustive knowledge base of cutting-edge and potentially market-disrupting technologies that are predicted to become more prevalent in the coming decade.

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