Predictive and Prescriptive Analytics Market to Reach USD 10.56 billion with 22.81% CAGR Forecast to 2020

Wiseguyreports.Com Adds Predictive and Prescriptive Analytics Market: Demand, Growth, Opportunities and Analysis of Top Key Player Forecast To 2020" To Database

PUNE, INDIA, May 31, 2017 /EINPresswire.com/ -- The global predictive and prescriptive analytics market was valued at USD 3.78 billion in 2015 and is estimated to grow at a CAGR of 22.81%, to reach USD 10.56 billion by 2020. There is a thin line differentiating the predictive and prescriptive analytics. Predictive analytics assists in forecasting the data and predict what can happen in the future, whereas, perspective analytics helps analyze the data and tell us what to do next. Hence, while a predictive analytics model might tell a politician that there are around 4000 seats in a constitution and the number of seats needed to capture to win the election, prescriptive analytics would inform the politician as to how best a strategy can be designed to win the elections.

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Big data explosion has rapidly become a pivotal tool for the business intelligence sector. This powerful data stream is building the momentum and magnitude for the predictive and prescriptive analytics market. This platform helps swiftness of diverse data, combining with big data, and utilizing better models and business outcomes of leading healthcare organizations. It improves quick-decision, profits, measures social media influence and tries to avert scams and frauds, through the application of advanced analytics and decision optimization. Every day, quintillion bytes of files are created for authentication and to examine future trends of the market. Many organizations implement predictive and prescriptive analytics for data validation, to increase data accessibility, reduce the cost to providers, and individual risk for payers, etc. However, cost-effective IT solutions are still not available, which is a big limitation to this market.

The global predictive and prescriptive analytics market has the maximum demand in end-user industries (defense and aerospace sector, intelligence organizations, agriculture, retail sector, educational organizations, healthcare, transportation and logistics, BFSI sector, and others). The market is also segmented by geography into North America, Asia-Pacific, Latin America, Europe, and the Middle East and Africa. This market is still untapped in the regions of APAC and the Middle East and Africa.

The report includes a competitive assessment regarding an overview of the market players, profiles, products and services, business strategies, recent developments and innovation, market landscape, future trends and forecasts, and mergers & acquisitions.

The major companies dominating this market for its products, services, and continuous product developments are –

Salesforce
SAS Institute
IBM
SAP AG
Oracle
Angoss Software
Teradata
Microsoft
Accenture

Key Deliverables in the Study
Market analysis for the global predictive and prescriptive analytics market, with region-specific assessments and competition analysis on global and regional scales.

Market definition along with the identification of key drivers and restraints.

Identification of factors instrumental in changing the market scenario, rising prospective opportunities, and identification of key companies that can influence this market on a global and regional scale.

Extensively researched competitive landscape section with profiles of major companies along with their market share.

Identification and analysis of the macro and micro factors that affect the global predictive and prescriptive analytics market on both global and regional scale.

A comprehensive list of key market players along with the analysis of their current strategic interests and key financial information.

A wide-ranging knowledge and insights about the major players in this industry and the key strategies adopted by them to sustain and grow in the studied market.

Insights on the major countries/regions where this industry is growing and identify the regions that are still untapped.

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