

# Global BPO Business Analytics Market 2017 Share, Trend, Segmentation and Forecast to 2021

*The report provides in depth study of "BPO Business Analytics" using SWOT analysis i.e. Strength, Weakness, Opportunities and Threat to the organization*

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## [BPO Business Analytics Market Analysis And Forecast](#)

"Decision makers worldwide are under tremendous pressure to optimize their business operations, acquire new customers, and increase their market share, thereby driving long-term profitability. Business analytics is used for strategic decision making, enabling organizations to understand their customers, optimize operational cost, and improve business efficiency and competitiveness. The demand for regulatory compliance and transparency is high across sectors such as BFSI and healthcare. Enterprises in these sectors need to comply with regulatory norms such as Basel III and Solvency II. Business analytics outsourcing helps enterprises addresses such compliance requirements by increasing their transparency.

The adoption of systems such as ERP, CRM, SCM, and SFA by enterprises and the industrial Internet revolution have led to the generation of large volumes of data. Moreover, with the increased adoption of big data, the use of business analytics has also surged with a greater need to understand data. Data analytics tools and technologies help derive powerful insights and make efficient use of big data. This helps organizations make strategic decisions based on actionable insights for their business activities.

### Scope of the Report:

This report focuses on the BPO Business Analytics in Global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

Market Segment by Manufacturers, this report covers

Accenture  
Cognizant  
Genpact



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EXL  
NTT DATA(Dell)  
WNS Global  
Minacs  
Infosys  
Mu Sigma  
Aegis

Market Segment by Regions, regional analysis covers  
North America (USA, Canada and Mexico)  
Europe (Germany, France, UK, Russia and Italy)  
Asia-Pacific (China, Japan, Korea, India and Southeast Asia)  
South America, Middle East and Africa

Market Segment by Type, covers  
HR  
Procurement  
F&A  
Customer Care  
Logistics  
Sales & Marketing  
Training  
Product Engineering

Market Segment by Applications, can be divided into  
BFSI  
Manufacturing  
Healthcare  
Retail  
Telecom  
Others

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