

Embedded Analytics Market 2021 | Industry in-depth analysis, Revenue along with future trend

Rise in adoption of integrated analytics into various business applications & surge in the importance of big data and IoT among organizations drive the market.

PORTLAND, PORTLAND, OR , UNITED STATES, August 20, 2021

/EINPresswire.com/ -- The massive growth in data generation and technological advancements is enabling the people across the world to harness the increasing value of analytics across business applications. These tools allow them to view data in context, attain valuable insight at the point of decision, and ultimately lead to better outcomes.



Embedded Analytics Market

The global [embedded analytics market](#) generated \$25.13 billion in 2016, and is estimated to reach \$60.28 billion by 2023, registering a CAGR of 13.6% from 2017 to 2023. The report offers an extensive analysis of changing market dynamics, key winning strategies, business performance, major segments, and competitive scenario.

The report offers a detailed segmentation of the global embedded analytics market based on deployment model, business application, analytics tool, industry vertical, and region.

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Based on business application, the sales & marketing segment accounted for the largest share in 2016, and is expected to maintain the largest share throughout the forecast period. In addition, this segment is expected to register the highest CAGR of 13.1% from 2016 to 2023. The report

also analyzes the finance segment during the forecast period.

Based on deployment model, the cloud-based deployment model segment contributed to the largest share in 2016, and is estimated to maintain its dominant position during the forecast period. In addition, this segment is expected to register the highest CAGR of 14.2% from 2016 to 2023. The report also analyzes the on-premise deployment model segment.

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Based on region, North America contributed the highest share of the total market share in 2018, and will maintain its dominance throughout the forecast period. In addition, the report also analyzes regions such as Europe, Asia-Pacific, and LAMEA from 2020 to 2027.

Profiling Key Players: Birst, Inc., Information Builders., Microsoft Corporation, Opentext Corporation, SAP SE, International Business Machines Corporation, Logi Analytics, Microstrategy Inc., Qlik Technologies, and Tibco (The Information Bus Company) Software Inc.

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Covid-19 scenario:

1. The software tools based on embedded analytics help government to provide relevant information about Covid-19.
2. The embedded analytical tools help users to work smarter and more efficiently during work from home.

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