

# Data Analytics in Banking Market Expected to Reach \$3012.4 Million by 2030 | Current Trends and Industry Analysis

PORTLAND, OREGAON, UNITED STATES,

March 22, 2023 /EINPresswire.com/ --

Allied Market Research published a new report, titled, "[Data Analytics in Banking Market](#)" by Component (Solution, Services), by Deployment Model (On-Premise, Cloud), by Organization Size (Large Enterprises, Small & Medium Sized Enterprises), by Type (Predictive Analytics, Prescriptive Analytics, Descriptive Analytics, Others), by Application (Fraud

Detection & Prevention, Customer Management, Sales & Marketing, Workforce Management, Others): Global Opportunity Analysis and Industry Forecast, 2021-2031." The research offers a thorough analysis of important segments, competitive environment , main investment pockets, drivers and prospects, and investment viability.

At the same time, restraining factors that are expected to obstruct or hold the growth of the industry are also presented by our expert analysts in order to provide the key market players with a detailed scenario of future threats in advance. Furthermore, the report provides a quantitative and qualitative analysis of the market and outlines the pain point analysis, value chain analysis, and key regulations.

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The worldwide Data Analytics in Banking marketplace record gives a complete observation of the dynamic driving and restraining factors, major challenges, and lucrative opportunities. Moreover, the study covers a SWOT analysis that aids in recognizing the restraining and driving factors in the market. Furthermore, the report outlines market segmentation and growth analysis of the top 10 market players that are currently active in the industry. The drivers and opportunities help in grasping the dynamic market trends and how market players can leverage such trends.

A comprehensive analysis of each segment and sub-segment is provided in the research. In



addition, the tabular and graphical representation of each segment and sub-segment will assist Data Analytics in Banking market players in understanding the largest revenue-generating segments and driving factors thoroughly. This analysis is valuable in identifying the fastest-growing segments as well as strategizing to gain long-term growth.

Leading market players in the global Data Analytics in Banking Market include:

Adobe Inc., Alteryx, Inc., Amazon Web Services, Inc., Aspire systems, Dell Inc., Google, IBM, Microsoft Corporation, Mu Sigma, Oracle, SAP SE, SAS Institute Inc., Sisense Inc., Tableau Software, LLC (Salesforce), Zoho Corporation Pvt. Ltd, KNIME AG, and TIBCO Software Inc.

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Key Market Segments:

Application

- Fraud Detection & Prevention
- Customer Management
- Sales & Marketing
- Workforce Management
- Others

Component

- Solution
- Services

Deployment Model

- On-Premise
- Cloud

Organization Size

- Large Enterprises
- Small & Medium Sized Enterprises

Type

- Predictive Analytics
- Prescriptive Analytics
- Descriptive Analytics

- Others

By Region:

- 1) North America- (U.S., Canada, Mexico)
- 2) Europe- (Germany, UK, France, Spain, Italy, Rest of Europe)
- 3) Asia-Pacific- (China, India, Japan, South Korea, Australia, Rest of Asia-Pacific)
- 4) LAMEA- (Brazil, Saudi Arabia, South Africa, Rest of LAMEA)

The Covid-19 outbreak has had a significant effect on the world. Some sectors thrived during the pandemic while some faced tremendous losses. As per the restrictions and guidelines issued by World Health Organization (WHO), the majority of the manufacturing and production facilities were closed or working at low potential. Moreover, the prolonged lockdown created challenges in the procurement of raw materials. These factors create a huge gap in supply and demand and disrupted the supply chain. However, as the world is recovering from the pandemic, the Data Analytics in Banking market is expected to get back on track.

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- Customer acquisition and synergy planning.
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Allied Market Research (AMR) is a full-service market research and business-consulting wing of Allied Analytics LLP based in Portland, Oregon. Allied Market Research provides global enterprises as well as medium and small businesses with unmatched quality “Market Research Reports” and “Business Intelligence Solutions.” AMR has a targeted view to provide business insights and consulting to assist its clients to make strategic business decisions and achieve sustainable growth in their respective market domains.

Pawan Kumar, the CEO of Allied Market Research, is leading the organization toward providing high-quality data and insights. We are in professional corporate relations with various companies and this helps us in digging out market data that helps us generate accurate research data tables and confirms the utmost accuracy in our market forecasting. Each and every data presented in the reports published by us is extracted through primary interviews with top officials from leading companies of the domain concerned. Our secondary data procurement methodology includes deep online and offline research and discussion with knowledgeable professionals and

analysts in the industry.

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