

“Performance Analytics Market to Reach USD 6.50 Billion by 2026, Performance Analytics Takes the Lead”

Performance analytics enables organizations to track, aggregate, and visualize key performance indicators over time, rather than reporting on a point in time.

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/EINPresswire.com/ -- Rise in inclination toward metrics driven business performance assessment and increase in need for prioritizing resources drive the growth of the global [performance analytics market](#). On the other hand, lack of awareness about performance analytics solutions and lack of proficient professionals impede the growth to certain extent. However, surge in adoption of cloud-based performance analytics solutions is expected to create multiple opportunities in the industry.



Performance Analytics Market

According to the report, the global performance analytics market was estimated at \$1.56 billion in 2018, and is anticipated to hit \$6.50 billion by 2026, registering a CAGR of 19.6% from 2019 to 2026.

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COVID-19 scenario:

□ Business organizations are considering performance analytics tool as an ultimate solution to evaluate the performance of the remote workers, customers, and employees.

□ With the software in use, employers can get going with monitoring factors such as quality control, performance standards, and worker benchmarks.

Organizations today are facing a constant influx of data from various sources. This has prompted them to recognize the importance of harnessing this data to comprehend trends and extract valuable insights regarding resource performance. Performance analytics solutions have proven instrumental in forecasting trends and facilitating ongoing enhancement through vigilant performance monitoring, which identifies both challenges and opportunities. Consequently, numerous organizations spanning diverse industries are embracing performance analytics solutions, a trend that is poised to stimulate the expansion of this market.

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Based on industry vertical, the BFSI sector grabbed the highest share of the performance analytics market in 2018 and is anticipated to lead the trail throughout the forecast period. Rise in digital transformation in the BFSI sector boosts the growth of the segment. At the same time, the IT & telecom sector would manifest the fastest CAGR by the end of 2026. This is due to mounting demand for performance analytics solution for conveying complete, consistent, and accurate information to the customers.

By geography, North America generated the largest share of the global performance analytics market in 2018 and is expected to retain its dominance by 2026. This is attributed to growth in internet penetration and significant investment done by major companies in performance analytics solution in the region. Nevertheless, Asia-Pacific would portray the fastest CAGR till 2026. Increase in number of performance analytics vendors in the emerging economies fuel.

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Based on application, the supply chain performance segment held the dominant share of the global performance analytics market in 2018 and is expected to rule the roost from 2019 to 2026. This is due to enhanced labor efficiencies and reduced administrative cost of the organizations. The IT operations performance segment, on the other hand, is projected to register a significant CAGR during the study period. Rise in need to improve IT operation process and provide real-time comparison against the target drive the segment growth.

Leading Market Players:

- SAS Institute, Inc.
- Oracle Corporation
- Servicenow, Inc.
- Siemens AG
- Adaptive Insights
- Prophix Software Inc

- Xactly Corporation
- Optymyze
- SAP SE
- IBM

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Lastly, this report provides market intelligence most comprehensively. The report structure has been kept such that it offers maximum business value. It provides critical insights into the market dynamics and will enable strategic decision-making for the existing market players as well as those willing to enter the market

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