Asia's Big Data Analytics in Education Market Size Soars as Institutions Harness Insights for Enhanced Learning

Rising demand for personalized learning, adoption of adaptive technologies, and data-driven insights propel Asia's Big Data Analytics in Education Market.

Asia Big Data Analytics in Education Market

PORTLAND, OREGON, UNITED STATES, November 20, 2023 / EINPresswire.com/ -- The Asia big data analytics in education market size was valued at $2.89 billion in 2020, and is projected to reach $16.51 billion by 2030, growing at a CAGR of 19.3% from 2021 to 2030.

Education has emerged as one of the major sectors in the big data industry. Various applications of big data analytics in the education sector include course recommendations and skill assessment. Course recommendations helps schools and colleges develop a three- to four-year work plan for ensuring that the school’s workforce can be managed within the projected student resource package. In addition, course recommendations help in upgrading the standards of employees working in this sector and increasing the level of education provided to students. Furthermore, skill assessment has helped various educational institutions to improve their learning strategies, increase the profit of institutes, and reduce the dropout rate of students.

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Factors such as surge in need for data-driven decisions to improve education quality, increase in awareness about the changing learning system in response to student performance, and rise in technological investment among education institutes are expected to fuel the market growth. However, lack of awareness and skilled resources to manage education analytics solutions, data visualization-related issues, and high initial investment cost are expected to negatively impact the growth of the Asia big data analytics in education market. Conversely, increase in penetration of cloud-based learning analytics solution and advent of machine learning and artificial intelligence are expected to provide lucrative opportunities for the market growth in the coming years.

The on-premise segment is expected to garner a significant share during the forecast period. This is attributed to the fact that on-premise big data analytics software can be used to gather, display, and organize important business data using company's own IT infrastructure, which allows them to keep the data secure.

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However, the cloud segment is expected to grow at the highest rate during the forecast period, owing to surge in adoption of cloud-based analytics solutions among the education sector for analyzing real-time data. Moreover, cloud-based analytics solutions among exhibit improved ability to focus on innovation and differentiation, which propel their demand across Asia-Pacific, thus contributing toward the market growth.

Country wise, the Asia big data analytics in education market was dominated by China in 2020, and is expected to retain its position during the forecast period. This is attributed to rapid adoption of emerging technologies in the education sector in China and strong presence of key players. However, India is expected to witness notable growth during the forecast period, owing to increase in government initiatives to improve the data processing speed of various education institutes.

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The report focuses on the growth prospects, restraints, and trends of Asia big data analytics in education market analysis. The study provides Porter's five forces analysis to understand the impact of various factors such as bargaining power of suppliers, competitive intensity of competitors, threat of new entrants, threat of substitutes, and bargaining power of buyers on Asia big data analytics in education market.

The key players profiled in the Asia big data analytics in education industry are Alteryx, Inc., Blackboard, Inc., D2L Corporation, IBM Corporation, Microsoft Corporation, Oracle Corporation, SAP SE, SAS Institute, Tableau Software and TIBCO Software. These players have adopted various strategies to increase their market penetration and strengthen their position in the Asia big data analytics in education industry.

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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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