

Global Data Analytics Outsourcing Market to Surpass \$60.34 Billion by 2028, Driving Strategic Insights: AMR

In recent decades, digital data production has grown exponentially, and is estimated to continue this trend during the forecast period.

WILMINGTON, NEW CASTLE, DE, UNITED STATES, November 25, 2024 /EINPresswire.com/ -- According to a recent report published by Allied Market Research, titled, "[Data Analytics Outsourcing Market](#) by Type, Application and Industry Vertical: Global Opportunity Analysis and Industry Forecast, 2021-2028,"



The global data analytics outsourcing market size was valued at \$5.9 billion in 2020, and is projected to reach \$60.34 billion by 2028, registering a CAGR of 34.0% from 2021 to 2028.

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- Opera Solutions LLC
- Capgemini
- ZS Associates, Inc.
- Wipro Ltd.
- Genpact Ltd.
- Tata Consultancy Services Ltd.
- Accenture
- Mu Sigma, Inc.
- Fractal Analytics Ltd
- IBM Corporation

Data analytics outsourcing is a cooperation model under which a company entrusts a service provider with its data and gets access to insightful reporting. At the same time, the provider takes care of everything else such as infrastructure setup & support, data management, and data analysis.

Outsourcing data analytics to expert service providers helps one enhance data processing accuracy, improve related workflows, and get better insights that aid informed decision-making. Besides, companies specialized in data analytics outsourcing use the latest tools & technologies and update them continually to ensure the best results for their clients.

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In 2020, [the global data analytics outsourcing market share](#) was dominated by the predictive analytics, and is expected to maintain its dominance in the coming years as enterprises are adopting analytics techniques to analyze structured and unstructured data, which enables them to make better decisions, thereby creating more opportunities for descriptive analytics in the coming years. At the same time, the development of e-commerce is also an opportunity for the descriptive data analysis market.

The global data analytics outsourcing market is analyzed across type, application, industry vertical, and region. Based on type, the predictive segment accounted for nearly half of the total market share in 2020, and is expected to rule the roost by the end of 2028. The prescriptive segment, on the other hand, would cite the fastest growth of 10.5% throughout the forecast period.

Based on application, the sales analytics segment contributed to nearly one-third of the total market revenue in 2020, and is projected to lead the trail by 2028. Simultaneously, the supply chain analytics segment would grow at the fastest rate of 10.5% from 2021 to 2028.

Based on region, the region across North America garnered the major share in 2020, accounting for nearly two-fifths of the global data analytics outsourcing market. At the same time, Asia-Pacific would cite the fastest growth of 10.5% during the forecast period.

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By type, in 2020, the predictive segment is estimated to be [the major data analytics outsourcing market shareholder](#). However, prescriptive segment is expected to witness the highest growth rate during the forecast period.

On the basis of application, the sales analytics segment accounted for the highest revenue in 2020. However, the other segment that comprises digital advertisement, anomaly detection, and safety enhancement is expected to witness the highest growth rate during the forecast period.

On the basis of industry vertical, the BFSI sector accounted for the highest revenue in 2020. However, the healthcare segment is expected to witness the highest growth rate during the forecast period.

Region-wise, the data analytics outsourcing market was dominated by North America. However, Asia-Pacific is expected to witness significant growth in the coming years.

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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 of “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 domain.

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 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 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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