# Self-Service Analytics Market is expected to reach at market size of USD 10 billion with CAGR of 20% from 2016 to 2022

The global market for Self- Service Analytics Market is majorly driven by factors such as demand for accurate data, and among others.

PUNE, MAHARASHTRA, INDIA, January 12, 2017 /EINPresswire.com/ -- Market Highlights
High demand for the analytics in the field of data interpretation is one of the important factor which is driving the market of Self-Service Analytics Market. Increasing concept of Big Data analytics and raising demand for the business fields attributed to its ability to transform business organizations into an efficient data-driven organization is likely to drive the self-service analytics during the forecasted period.

Self-Service Analytics Market
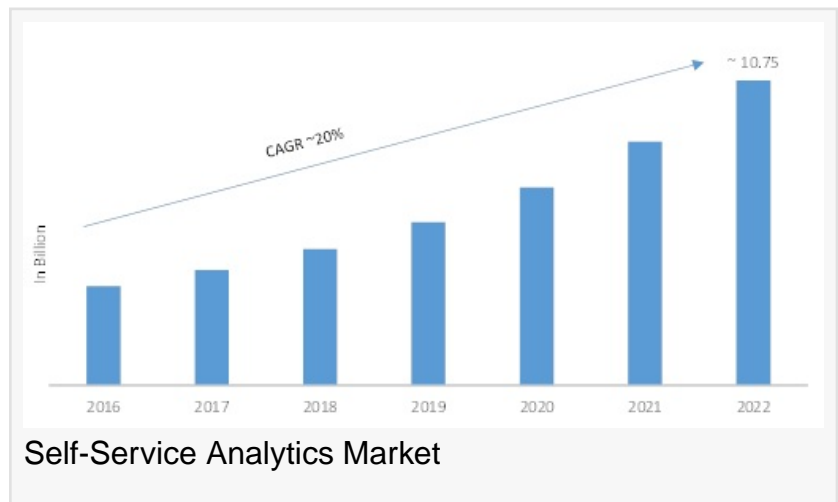
Self –service analytic market growth is attributed to the increasing demand for various business functions including marketing, sales, operations, human resource, and finance. Human resource accounts for a significant demand for the Self-Service Analytics Market due to the need to understand the competencies, workforce data, compensation structure and others factors that contribute in maximizing the return on human capital investment.

But, factors such as Security & privacy concerns, high investment coasts and lack of proper data are some of the major restraints which is likely to hamper the market growth over the period of time.

Self-Service Analytics Market is expected to reach at market size of USD 10 billion by the end of forecast period with CAGR of 20% between 2016 and 2022.

Key Players
• Tableau Software (U.S),
• Microsoft Corporation (U.S.)
• IBM Corporation (U.S.)
• SAP SE (Germany)
• Splunk (U.S)
• Syncsort (U.S)
• Crimson Hexagon (U.S)
• Alteryx (U.S)
• SAS Institute (U.S)
• TIBCO Software (U.S.)

• Oracle Corporation (U.S.)
• Vista equity partners (U.S)
• DrivenBI (U.S)
• MicroStrategy (U.S)
• Concur Technologies (U.S)

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Market Research Analysis:
The Self-Service Analytics Market is growing day by day. Stress free access to database for reporting and analysis, simple and enhanced provision for data analysis features and cloud based solutions, and simpler, customizable, and cooperative end-user interfaces are the major factor which is expected to support the market of self-service analytics

High adoption rate of advanced technology and reliability are the major factor which is expected to support the market of Self-Service Analytics. Currently, North America is dominating the market of Self-Service Analytics Market as most of the companies operating in various sectors are moving to new business models and using advanced technology. Followed by Europe due to high focus on innovations obtained from research and development and technology moreover Asia-Pacific stands as third biggest market due to the growth of technology in industries like healthcare and retail.

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