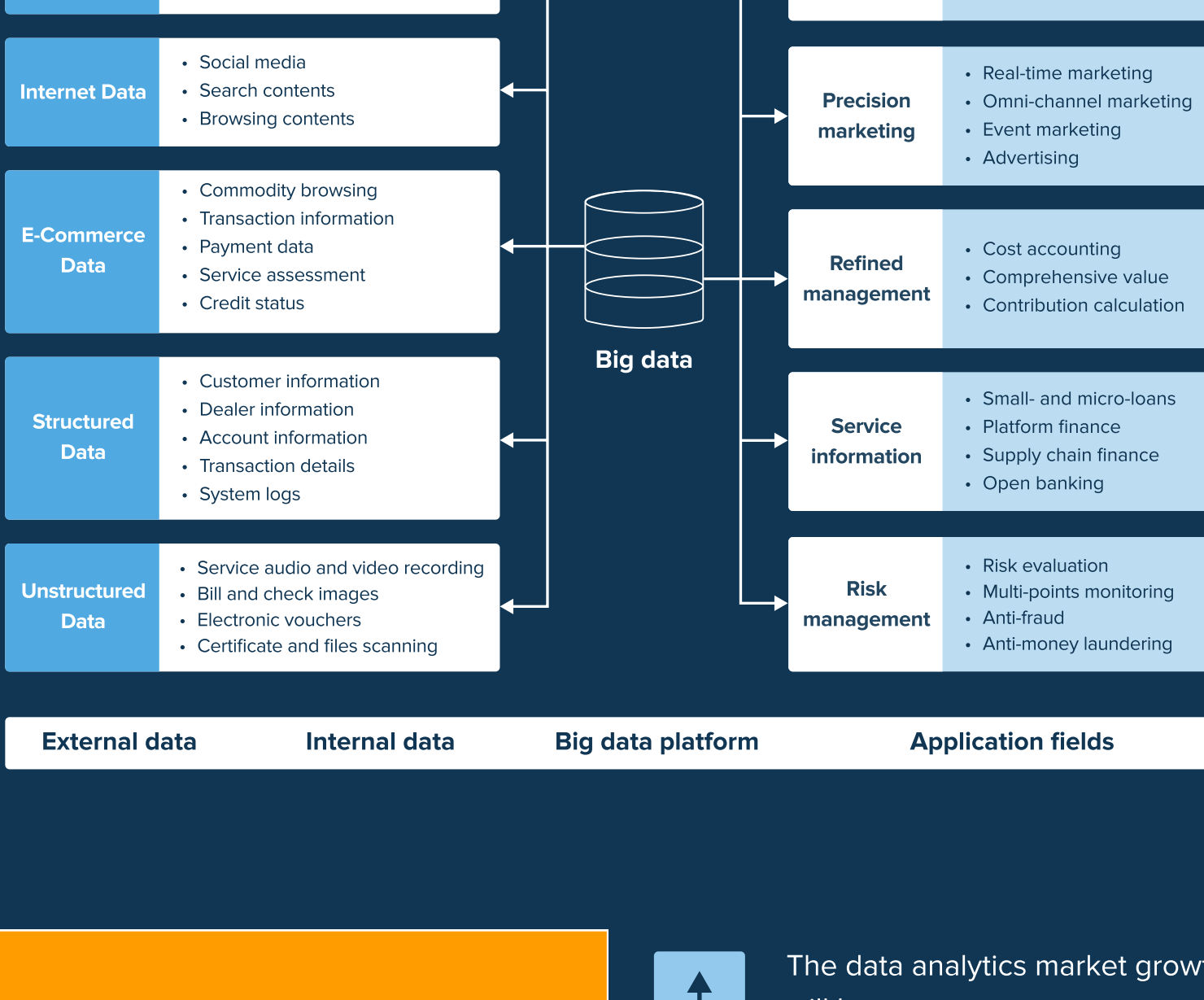


Big Data Analytics in 2022

Big data at a glance: Big data analytics for data-driven decision making



External data Internal data Big data platform Application fields

By 2025, global data creation is projected to grow to **more than 180 zettabytes.**

The global Big data market is forecasted to grow to **103 billion U.S. dollars by 2027.**

Statista

The data analytics market growth will be **USD 196.47 billion from 2021 to 2026.**

PRNewswire

Big data analytics market to surpass **USD 549.73 Billion by 2028.**

Fortune Business Insights

The CAGR for global **BDA spending** over the **2021-2025 forecast period will be 12.8%.**

IDC

Software, not hardware, will catapult Big data into **a \$103B business by 2027.**

SiliconAngle

The Big data algorithms help **Netflix save \$1 billion a year** in value from customer retention.

InsideBigData

Global Big data Analytics is projected to **attain a value of USD 79.23 Billion by 2028** at a CAGR of 28.9% during the forecast period, 2022–2028.

VantageMarketResearch

51% market share in Big data and analytics solutions has the United States (2021).

IDC

As of January 2022, around **2,751 data centers** were in the United States, with a further **484 data centers** located in **Germany, 458** - in **The United Kingdom, and 447** - in **China.**

Statista

With a share of **45%**, the **software segment** would become **the largest Big data market segment by 2027.**

Statista

In 2019, global revenue from colocation data center market amounted to around 31.39 billion U.S. dollars. Industry revenues are expected to increase to **over 58 billion dollars by 2025.**

Statista

Data science jobs will increase by around **28% by 2026.**

Towards Data Science

The market of Big data analytics in healthcare could be worth **\$67.82 billion by 2025.**

Globe News Wire

The "Big Data Market by Leading Companies, Solutions, Use Cases, Infrastructure, Data Integration, IoT Support, Deployment Model and Services in Industry Verticals 2022 - 2027" report:

- ➔ Big data in **SCM** will **exceed \$7.1B globally by 2027**
 - ➔ Big data in **business intelligence** apps will reach **\$54.9B by 2027**
 - ➔ **Data integration & quality tools** to reach **\$10.2B globally by 2027**
 - ➔ **Enterprise performance analytics** will reach **\$31.4 globally by 2027**
- Research and Markets*

The global Big data analytics in retail market size was valued at \$4,854 million in 2020, and projected to reach **\$25,560 million by 2028.**

Allied Market Research

Big data analytics in the Banking market is expected to register **a CAGR of 22.97%** during the period of **2021-2026.**

Mordor Intelligence

Big Data Analytics Market Trends

PREDICTIVE ANALYTICS	NATURAL LANGUAGE PROCESSING	IOT (INTERNET OF THINGS)
DATA AS A SERVICE (DAAS)	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING	CLOUD MIGRATION
COMPOSABLE DATA ANALYTICS	A SHIFT FROM BIG DATA TO SMALL AND WIDE DATA	DATA DEMOCRATIZATION
CYBERSECURITY	CLINICAL ANALYTICS	ANALYTICSOPS

Grazitti, Forbes, TechJournal

Big Data Analytics: Use Cases

PREDICTIVE MAINTENANCE	PRODUCTION OPTIMIZATION	PRODUCT DEVELOPMENT
CUSTOMER EXPERIENCE	CUSTOMER LIFETIME VALUE	PRICING ANALYTICS AND OPTIMIZATION
PATIENT EXPERIENCE AND OUTCOMES	BILLING ANALYTICS	CUSTOMER CHURN
ANTI-MONEY LAUNDERING	CLAIMS FRAUD	TREND FORECASTING

Key Benefits

- 1** CUSTOMER ACQUISITION AND RETENTION
 - 2** FOCUSED AND TARGETED CAMPAIGNS
 - 3** RISK MANAGEMENT
 - 4** INNOVATIVE PRODUCTS
 - 5** COMPLEX SUPPLIER NETWORKS
 - 6** IMPROVED CUSTOMER EXPERIENCE
 - 7** QUICKER AND BETTER DECISION MAKING
 - 8** DATA SECURITY & ACCESSIBILITY
 - 9** QUALITY CONTROL
- Forbes, AnalyticSteps, AZURE*