

## **Self-Service BI Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028**

Market Report | 2023-11-24 | 146 pages | IMARC Group

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### **Report description:**

The global self-service BI market size reached US\$ 7.8 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 18.0 Billion by 2028, exhibiting a growth rate (CAGR) of 14.96% during 2022-2028.

Self-service business intelligence (BI) is a data analytics approach enabling business operators from non-analytical background to access and explore data sets. It allows them to sort, filter, analyze and visualize data without the requirement of the information technology (IT) team. Besides this, it helps businesses promote collaboration on multiple divisions and utilize ad hoc querying. As it also assists in making informed decisions that lead to positive business outcomes, which include improving efficiency, better customer satisfaction, and higher revenue and profits. Consequently, there is a rise in the utilization of self-service BI in different fields, such as sales, finance, operations, marketing, and human resources.

### **Self-Service BI Market Trends:**

There is a surge in the volume of structured and unstructured data across the globe, which can be accredited to globalization, increasing internet penetration, rising utilization of social media platforms and the burgeoning e-commerce sector. This, in confluence with the growing adoption of data analytics solutions by small and medium-sized enterprises (SMEs), represents one of the key factors positively influencing the adoption of service-service BI. It aids businesses in decentralizing the business analytical process. Moreover, the increasing emergence of cloud computing technologies in BI is offering lucrative growth opportunities to market players. Apart from this, as governing agencies of numerous countries are encouraging the utilization of digital payments, there is a considerable rise in the number of individuals shifting towards online payments. As a result, financial institutes like banks are seeking technological solutions to make their existing workforce more efficient. This, along with the growing need for organizations to be more agile and retain a competitive edge in the market, are positively influencing the utilization of self-service BI around the world.

### **Key Market Segmentation:**

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IMARC Group provides an analysis of the key trends in each sub-segment of the global self-service BI market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on component, deployment model, application and industry vertical.

Breakup by Component:

Software  
Services

Breakup by Deployment Model:

On-premises  
Cloud-based

Breakup by Application:

Sales and Marketing  
Customer Engagement and Analysis  
Fraud and Security Management  
Risk and Compliance Management  
Predictive Asset Maintenance  
Supply Chain Management and Procurement  
Others

Breakup by Industry Vertical:

BFSI  
Retail and E-Commerce  
Telecom and IT  
Government and Defense  
Healthcare  
Manufacturing  
Media and Entertainment  
Transportation and Logistics  
Energy and Utilities  
Others

Breakup by Region:

North America  
United States  
Canada  
Asia-Pacific  
China  
Japan  
India  
South Korea

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Australia  
Indonesia  
Others  
Europe  
Germany  
France  
United Kingdom  
Italy  
Spain  
Russia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

#### Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Cisco Systems Inc., HCL Technologies Limited, Hewlett Packard Enterprise Company, International Business Machines Corporation, Microsoft Corporation, MicroStrategy Incorporated, Oracle Corporation, QlikTech International AB, SAP SE, SAS Institute Inc., Tableau Software LLC (Salesforce.com Inc.), TIBCO Software Inc., UiPath Inc. and Zoho Corporation Pvt. Ltd.

#### Key Questions Answered in This Report

1. How big is the global self-service BI market?
2. What is the expected growth rate of the global self-service BI market during 2023-2028?
3. What are the key factors driving the global self-service BI market?
4. What has been the impact of COVID-19 on the global self-service BI market?
5. What is the breakup of the global self-service BI market based on the component?
6. What is the breakup of the global self-service BI market based on the deployment model?
7. What is the breakup of the global self-service BI market based on the application?
8. What is the breakup of the global self-service BI market based on the industry vertical?
9. What are the key regions in the global self-service BI market?
10. Who are the key players/companies in the global self-service BI market?

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