

**Business Analytics in FinTech Market By Component (Solution, Service), By Deployment Mode (On-Premise, Cloud), By Type (Predictive Analytics, Prescriptive Analytics, Descriptive Analytics, Others), By Application (Fraud Detection and Prevention, Customer Management, Sales and Marketing, Workforce Management, Others), By Organization Size (Large Enterprises, Small and Medium Sized Enterprises): Global Opportunity Analysis and Industry Forecast, 2021-2031**

Market Report | 2022-09-01 | 413 pages | Allied Market Research

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**Report description:**

Business analytics is the use of different tools and technologies to gather, process, and analyze raw data within the fintech companies, as well as the use of data analytics. Customer segmentation, credit risk management, and fraud detection are examples of business analytics. In addition, as fintech products become more commoditized, business analytics can help fintech companies to stand out and achieve a competitive advantage.

The growth of the business analytics in fintech market is fueled by an increase in the adoption of advanced technologies for fraud detection. Moreover, the market's growth is aided by an increase in demand for data science and predictive modeling in fintech industry. However, the market's expansion is likely to be hampered by a shortage of experienced personnel and expensive implementation costs. In contrast, the advent of sophisticated technologies such as IoT and AI is likely to give significant opportunities for the business analytics in fintech market to grow in the coming years.

The business analytics in fintech market is segmented into component, deployment mode, type, application, organization size, and region. By component, the market is differentiated into solution and service. The service segment is further segregated into professional and managed services. The professional services is further bifurcated into system implementation & integration, support & maintenance, and training & consulting. Depending on deployment mode, it is fragmented into on-premise and cloud.

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By organization size, it is fragmented into large enterprise and small & medium sized enterprises. By type, the market is differentiated into predictive analytics, prescriptive analytics, descriptive analytics, and others. The applications covered in the study includes fraud detection & prevention, customer management, sales & marketing, workforce management, and others. By organization size, the market is segmented into large enterprises and small and medium sized enterprises. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The business analytics in fintech market analysis includes top companies operating in the market such as Alteryx, Inc., Amazon Web Services, Inc., Aspire systems, Dell Inc., Google, IBM, Knime AG, Microsoft, Mu Sigma, Oracle, SAP SE, SAS Institute Inc., Sisense Inc., Tableau Software, LLC (Salesforce), Zoho Corporation Pvt. Ltd, TIBCO Software Inc., and Finn AI. These players have adopted various strategies to increase their market penetration and strengthen their position in the business analytics in fintech industry. []

#### KEY BENEFITS FOR STAKEHOLDERS

-The study provides in-depth analysis of the global business analytics in fintech market along with the current trends and future estimations to illustrate the imminent investment pockets.

-Information about key drivers, restrains, & opportunities and their impact analysis on the global business analytics in fintech market size are provided in the report.

-The Porter's five forces analysis illustrates the potency of buyers and suppliers operating in the industry.

-The quantitative analysis of the global business analytics in fintech market from 2021 to 2031 is provided to determine the market potential.

#### Key Market Segments

##### By Component

- Solution
- Service
- Service
- Professional Services
- Managed Services

##### By Deployment Mode

- On-Premise
- Cloud

##### By Type

- Predictive Analytics
- Prescriptive Analytics
- Descriptive Analytics
- Others

##### By Application

- Fraud Detection and Prevention
- Customer Management
- Sales and Marketing
- Workforce Management
- Others

##### By Organization Size

- Large Enterprises
- Small and Medium Sized Enterprises

##### By Region

- North America
- U.S.
- Canada
- Europe

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- UK
- Germany
- France
- Italy
- Spain
- Netherlands
- Rest Of Europe
- Asia-Pacific
- China
- Japan
- India
- Australia
- South Korea
- Singapore
- Rest Of Asia-Pacific
- LAMEA
- Latin America
- Middle East
- Africa
- Key Market Players
- Alteryx, Inc.
- Amazon Web Services, Inc.
- Aspire Systems
- Dell Inc.
- Google
- IBM
- Knime AG
- Microsoft
- Mu Sigma
- Oracle
- SAP SE
- SAS Institute Inc.
- Sisense Inc.
- Tableau Software, LLC (Salesforce)
- Zoho Corporation Pvt. Ltd.
- TIBCO Software Inc.
- Finn AI

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