



VENTANA RESEARCH

———— 2022 ————

Market Agenda

Analytics

Actionable insight on business and technology



David Menninger

Senior Vice President &
Research Director



blog.ventanaresearch.com



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Analytics

Market Assertion

By 2025, 9 in ten analytics processes will be enhanced by artificial intelligence and machine learning to streamline operations and increase the value that can be derived from data.



VENTANA
RESEARCH

David Menninger
SVP & Research Director



Analytics: Expertise Overview

The use of analytics technology helps organizations derive optimal value from its data.

Going beyond earlier methods of business intelligence, dashboards and reports is essential to ensure that everyone is able to not only access analytics, but act on them to optimize their business.

Analytics: Areas of Focus

AI &
Machine Learning

Business Intelligence

Embedded Analytics

Natural Language
Processing

Process Mining

Streaming Analytics

Analytics Research

Benchmark Research

- Analytics and Data
- Big Data for Business
- Data Governance
- Internet of Things

Dynamic Insights

- Data Lakes
- Machine Learning
- Natural Language Processing
- Streaming Data

Value Index

- Analytics and Data
- Collaborative Analytics
- Embedded Analytics
- Mobile Analytics





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