

# European Data Visualization, Analytics and Artificial Intelligence Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The European market for analytics and data technologies is growing strongly, fueled by demand for resiliency, agility, and digital transformation. In this space, analytics is an especially critical enabler of resiliency and innovation. With data-driven decisions at the core of the forward-looking enterprise, European companies need fast insights from analytics. Generative AI has had a huge impact on this market. Toolsets and data architectures are changing profoundly, and the ability to get these insights with less effort has become more of a need more than a nice-to-have. As analytics use cases evolve, companies must build skills and democratize data while increasing trust and understanding of data assets. This is exactly where innovations in the market are taking place.

IDC's *European Data Visualization, Analytics and Artificial Intelligence Strategies* CIS provides a coordinated view of the complex and vibrant European market for analytics, business intelligence, and ML/AI and its dynamic ecosystem, combining software product-related research with coverage of broader market opportunities and success factors. The service covers market segments and strategies for revenue growth, and it compares competing vendors. It identifies and quantifies opportunities, attitudes, key trends, use cases, challenges, and best practices in the adoption of analytics and ML intelligence across Western Europe and Central and Eastern Europe.

## Markets and Subjects Analyzed

- Analytics and machine learning market developments
- Business analytics and business intelligence (BI) tools (end-user query, reporting, visual discovery, and analytics)
- Advanced and predictive analytics software and use cases
- Analytics democratization and data analytics observability
- Data and analytics skills, culture, and governance
- ML/AI architectures, workloads, and use cases

## Core Research

- European Market Analysis Perspective for European Data Visualization, Analytics, and Artificial Intelligence Strategies
- European Data Visualization, Analytics, and Artificial Intelligence Software Market Forecast
- European Data Visualization, Analytics, and Artificial Intelligence Strategies Vendor Market Shares
- European Data Visualization, Analytics, and Artificial Intelligence Strategies Forecast
- European Data Visualization, Analytics, and Artificial Intelligence Strategies and Markets: User Views and Trends
- European Enterprise Performance Management Forecast

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [European Data Visualization, Analytics and Artificial Intelligence Strategies](#).

## Key Questions Answered

1. How are the European analytics and data intelligence markets evolving and developing?
2. What are the key drivers and barriers experienced by users and buyers in this market, and what are their spending plans?
3. What are the most popular use cases for analytics, BI, and data intelligence across European industries?
4. What is the future shape of machine learning architectures in the age of generative AI?
5. How should companies implement data analytics as a key approach to their strategies for resiliency and digitalization?
6. Who are the leading analytics and data intelligence vendors in Europe, and how do they compare? What are start-ups offering?

## Companies Analyzed

IDC's *European Data Visualization, Analytics and Artificial Intelligence Strategies* service reviews the strategies, market positioning, and future direction of providers in the European analytics, data management and data intelligence markets, including:

Alteryx, Inc., Amazon Web Services Inc., Anaplan, Board International S.A., Cloudera, Inc., Collibra NV, Confluent Inc., Couchbase, Inc., Databricks, DataStax, Inc., Dataiku SAS, Domo Inc., Exasol AG, Experian plc, FiveTran Inc, GoodData, Google LLC, Hewlett Packard Enterprise, IBM Corp, Infor, Inc., Immuta Inc, Informatica Corporation, Kognitio Ltd., Mark Logic Corp, MathWorks, Micro Focus International plc, MicroStrategy Inc, Microsoft Corp, MongoDB Inc., Neo4j, OpenText Corp, Oracle Corp, Palantir Technologies Inc., Panorama Software Inc., Quantexa Ltd, Qlik Technologies Inc., SAP SE, SAS Institute Inc., Salesforce.com/Tableau, Snowflake Inc., Software AG, Starburst Inc, TIBCO Software Inc., Talend Inc., Teradata Corporation, TigerGraph Inc., ThoughtSpot Inc.