CASE STUDY

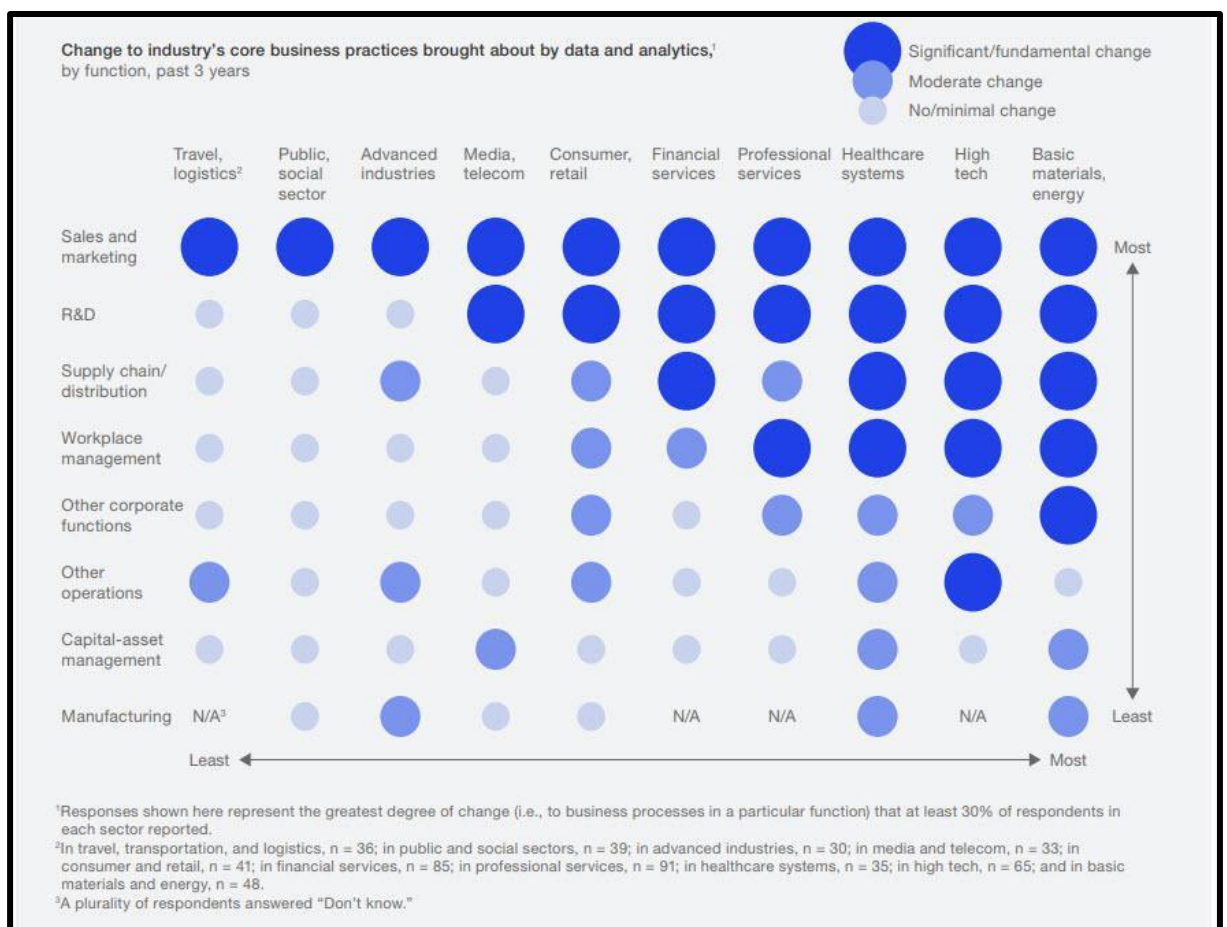# Charts that will change your perspective of BIG DATA'S growth!

- Worldwide Big Data market revenues for software and services are projected to increase from \$42B in 2018 to \$103B in 2027, attaining a Compound Annual Growth Rate (CAGR) of 10.48% according to Wikibon.
- Forrester predicts the global Big Data software market will be worth \$31B this year, growing 14% from the previous year. The entire global software market is forecast to be worth \$628B in revenue, with \$302B from applications.
- According to an Accenture study, 79% of enterprise executives agree that companies that do not embrace Big Data will lose their competitive position and could face extinction. Even more, 83%, have pursued Big Data projects to seize a competitive edge.
- 59% of executives say Big Data at their company would be improved through the use of AI according to PwC.

McKinsey Analytics' study Analytics Comes of Age, published in January 2018 (PDF, 100 pp., no opt-in) is a comprehensive overview of how analytics technologies and Big Data are enabling entirely new ecosystems, serving as a foundational technology for Artificial Intelligence (AI).

McKinsey finds that analytics and Big Data are making the most valuable contributions in the Basic Materials and High-Tech industries.

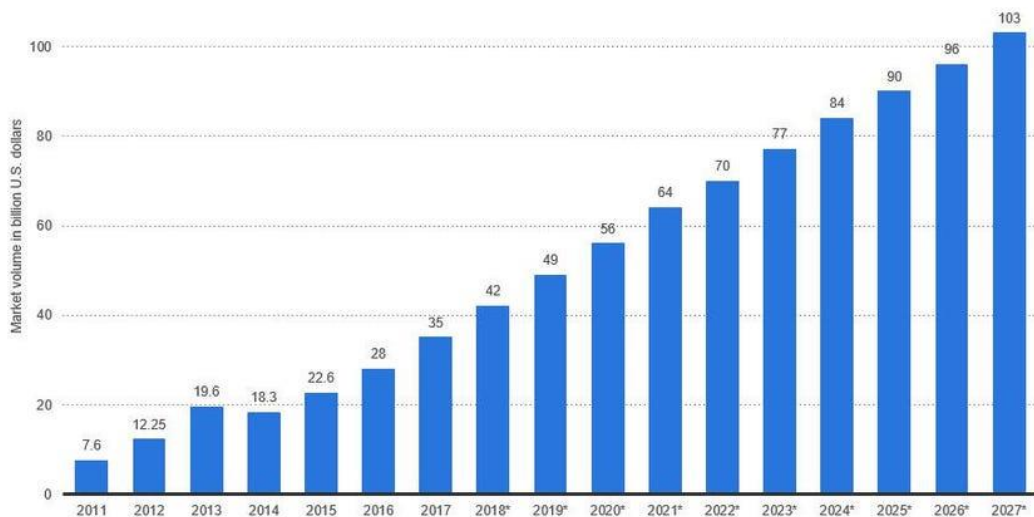The following charts provide insights into Big Data's growth:

- Nearly 50% of respondents to a recent McKinsey Analytics survey say analytics and Big Data have fundamentally changed business practices in their sales and marketing functions. Also, more than 30% say the same about R&D across industries, with respondents in High Tech and Basic Materials & Energy report the greatest number of functions being transformed by analytics and Big Data.

Change to industry's core business practices brought about by data and analytics,[1] by function, past 3 years

Legend:
- Significant/fundamental change
- Moderate change
- No/minimal change

	Travel, logistics[2]	Public, social sector	Advanced industries	Media, telecom	Consumer, retail	Financial services	Professional services	Healthcare systems	High tech	Basic materials, energy	
Sales and marketing	●	●	●	●	●	●	●	●	●	●	Most
R&D	●	●	●	●	●	●	●	●	●	●	
Supply chain/distribution	●	●	●	●	●	●	●	●	●	●	
Workplace management	●	●	●	●	●	●	●	●	●	●	
Other corporate functions	●	●	●	●	●	●	●	●	●	●	
Other operations	●	●	●	●	●	●	●	●	●	●	
Capital-asset management	●	●	●	●	●	●	●	●	●	●	
Manufacturing	N/A[3]	●	●	●	●	N/A	N/A	●	N/A	●	Least

Least ← → Most

[1] Responses shown here represent the greatest degree of change (i.e., to business processes in a particular function) that at least 30% of respondents in each sector reported.
[2] In travel, transportation, and logistics, n = 36; in public and social sectors, n = 39; in advanced industries, n = 30; in media and telecom, n = 33; in consumer and retail, n = 41; in financial services, n = 85; in professional services, n = 91; in healthcare systems, n = 35; in high tech, n = 65; and in basic materials and energy, n = 48.
[3] A plurality of respondents answered "Don't know."

- Worldwide Big Data market revenues for software and services are projected to increase from $42B in 2018 to $103B in 2027, attaining a Compound Annual Growth Rate (CAGR) of 10.48%. As part of this forecast, Wikibon estimates the worldwide Big Data market is growing at an 11.4% CAGR between 2017 and 2027, growing from $35B to $103B.
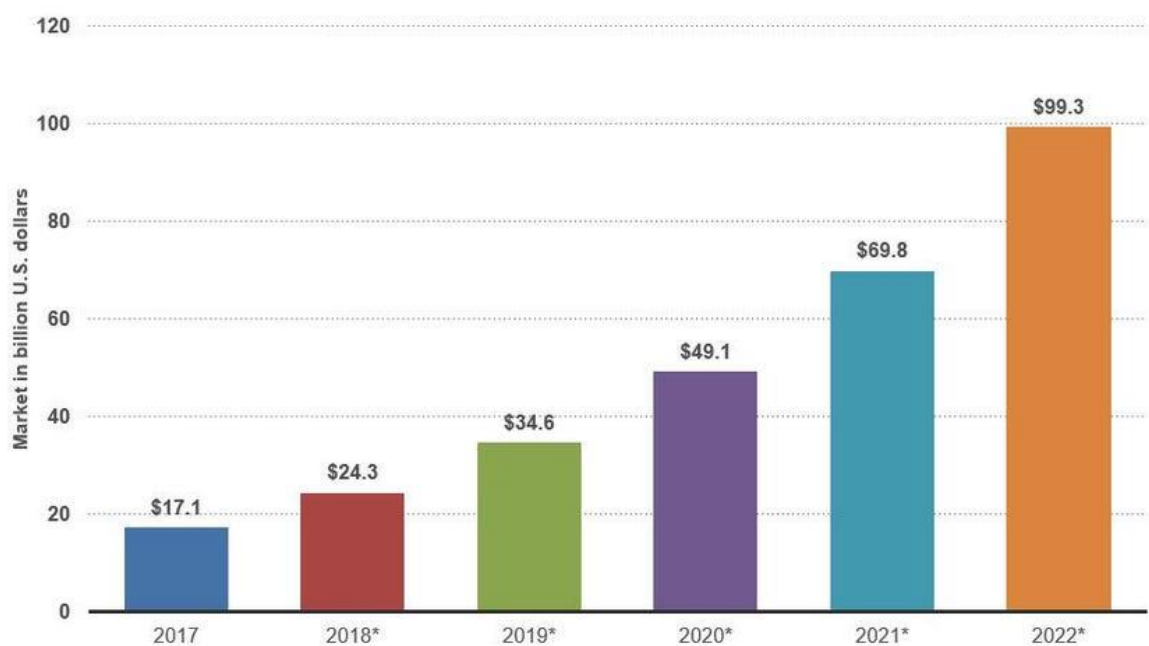
Forecast Revenue Big Data Market Worldwide 2011-2027

Big Data Market Size Revenue Forecast Worldwide From 2011 To 2027 (in billion U.S. dollars)

Year	Market volume in billion U.S. dollars
2011	7.6
2012	12.25
2013	19.6
2014	18.3
2015	22.6
2016	28
2017	35
2018*	42
2019*	49
2020*	56
2021*	64
2022*	70
2023*	77
2024*	84
2025*	90
2026*	96
2027*	103

- The Hadoop and Big Data Market are projected to grow from $17.1B in 2017 to $99.31B in 2022 attaining a 28.5% CAGR. The greatest period of projected growth is in 2021 and 2022 when the market is projected to jump $30B in value in one year.

Big Data and Hadoop Market Size Forecast Worldwide 2017-2022

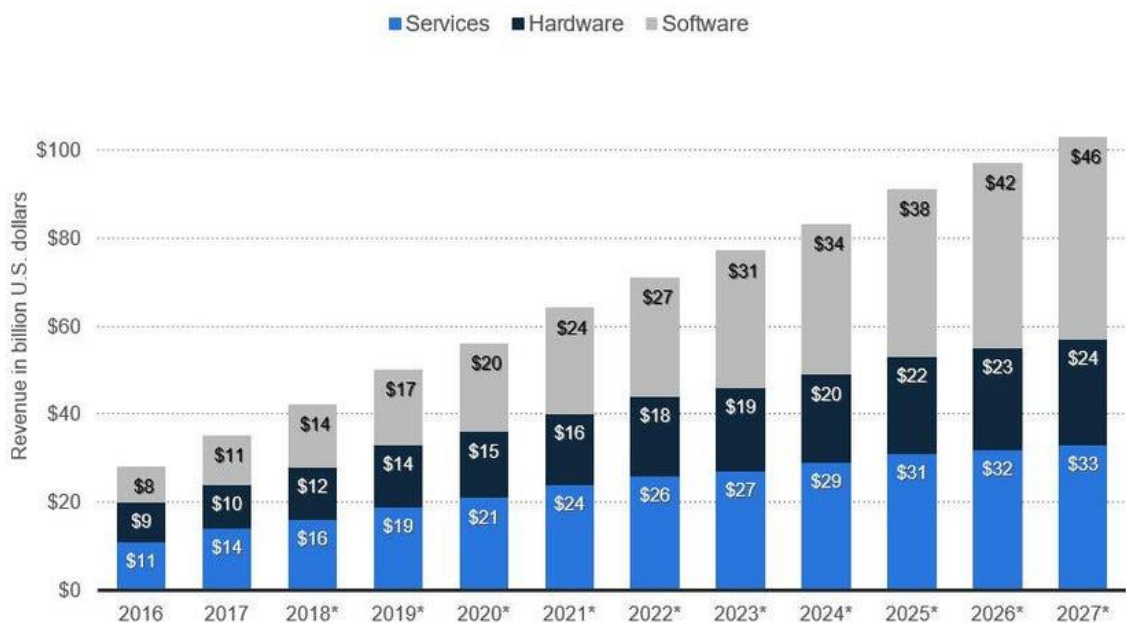**Size of Hadoop and Big Data Market Worldwide From 2017 To 2022 (in billion U.S. dollars)**

■ Big Data applications and analytics is projected to grow from $5.3B in 2018 to $19.4B in 2026, attaining a CAGR of 15.49%. Big Data market worldwide includes Professional Services is projected to grow from $16.5B in 2018 to $21.3B in 2026.

Big Data Market Worldwide Segment Revenue Forecast 2011-2026

Big Data Market Forecast Worldwide from 2011 to 2026, by segment (in billion U.S. dollars)

Legend: ■ Professional Services ■ Apps & Analytics ■ Storage ■ Compute ■ SQL ■ Data Management ■ Networking ■ NoSQL ■ Hadoop

Y-axis: Market volume in billion U.S. dollars (0 to 90)

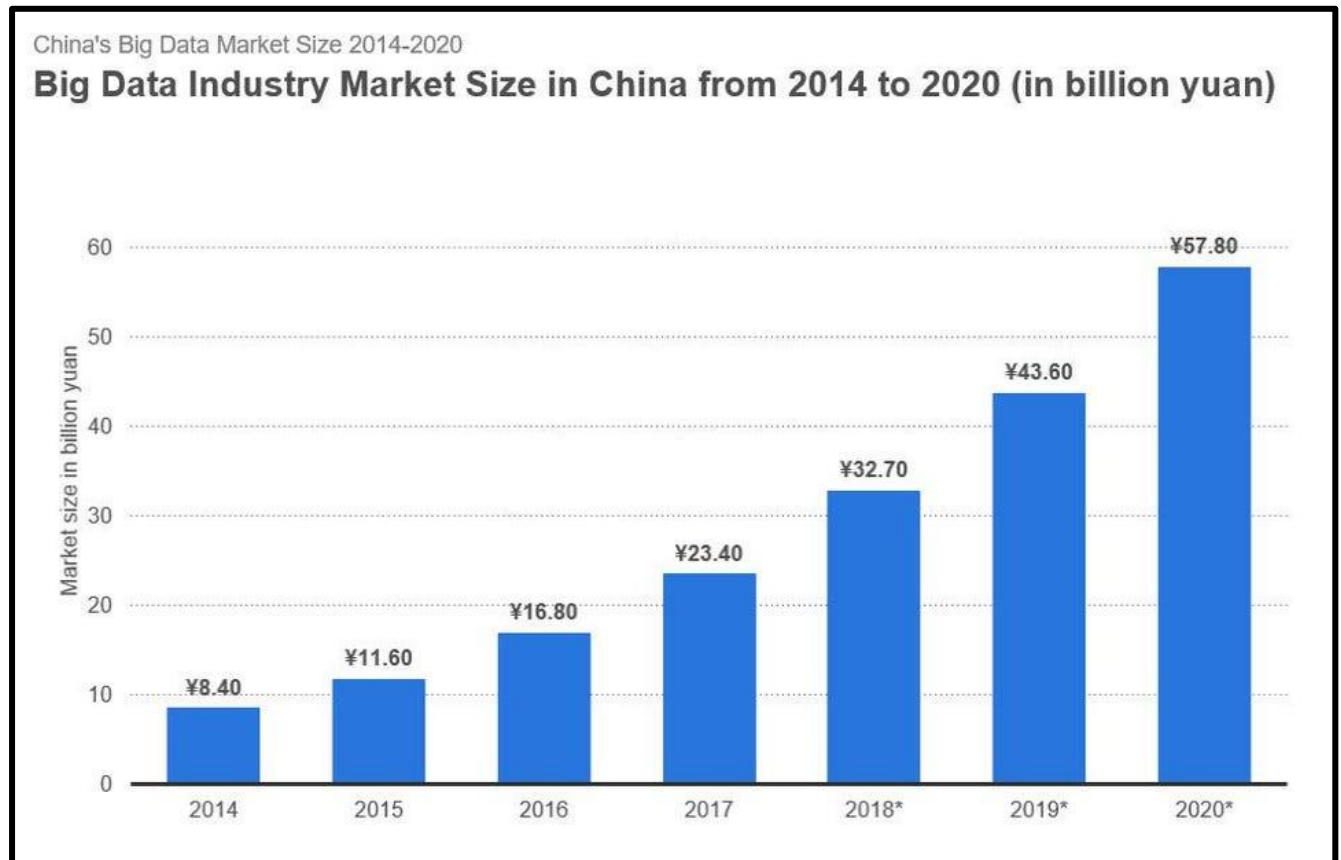X-axis: 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018*, 2019*, 2020*, 2021*, 2022*, 2023*, 2024*, 2025*, 2026*

■ Comparing the worldwide demand for advanced analytics and Big Data-related hardware, services and software, the latter category's dominance becomes clear. The software segment is projected to increase the fastest of all categories, increasing from $14B in 2018 to $46B in 2027 attaining a CAGR of 12.6%.

Global Big Data Revenue 2016-2027, by type

Big Data Revenue Worldwide from 2016 to 2027, by major segment (in billion U.S. dollars)
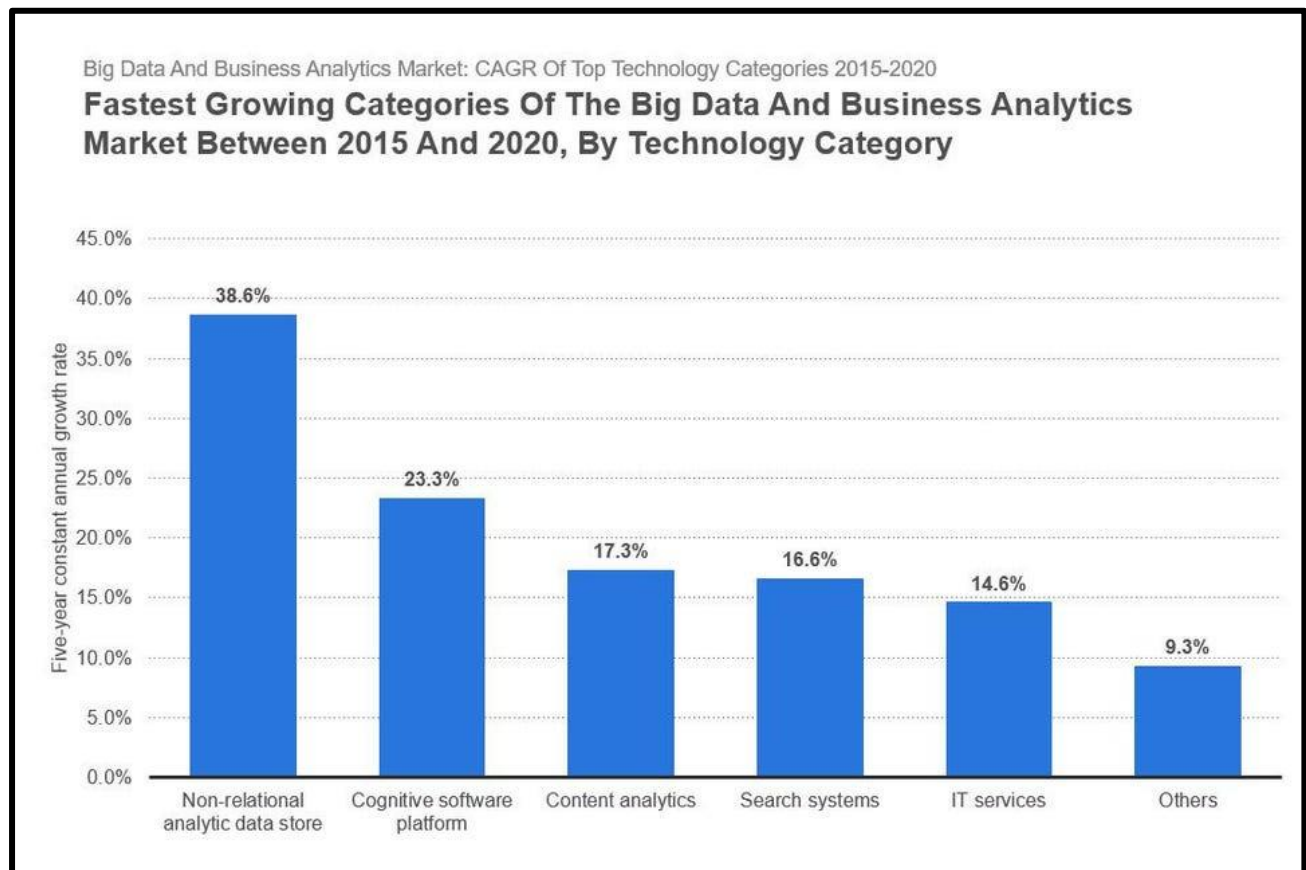
Legend: ■ Services ■ Hardware ■ Software

Revenue in billion U.S. dollars

Year	Services	Hardware	Software
2016	$11	$9	$8
2017	$14	$10	$11
2018*	$16	$12	$14
2019*	$19	$14	$17
2020*	$21	$15	$20
2021*	$24	$16	$24
2022*	$26	$18	$27
2023*	$27	$19	$31
2024*	$29	$20	$34
2025*	$31	$22	$38
2026*	$32	$23	$42
2027*	$33	$24	$46

- Advanced analytics and Big Data revenue in China are projected to be worth ¥57.8B ($9B) by 2020. The Chinese market is predicted to be one of the fastest growing globally, growing at a CAGR of 31.72% in the forecast period.

China's Big Data Market Size 2014-2020

Big Data Industry Market Size in China from 2014 to 2020 (in billion yuan)

Year	Market size in billion yuan
2014	¥8.40
2015	¥11.60
2016	¥16.80
2017	¥23.40
2018*	¥32.70
2019*	¥43.60
2020*	¥57.80

- Non-relational analytic data stores are projected to be the fastest growing technology category in Big Data, growing at a CAGR of 38.6% between 2015 and 2020. Cognitive software platforms (23.3% CAGR) and Content Analytics (17.3%) round out the top three fastest growing technologies between 2015 and 2020.

Big Data And Business Analytics Market: CAGR Of Top Technology Categories 2015-2020

Fastest Growing Categories Of The Big Data And Business Analytics Market Between 2015 And 2020, By Technology Category

Five-year constant annual growth rate

Category	CAGR
Non-relational analytic data store	38.6%
Cognitive software platform	23.3%
Content analytics	17.3%
Search systems	16.6%
IT services	14.6%
Others	9.3%

How Zomato uses big data?

Founded in 2008 Zomato is a major food delivery aggregator with a markdown cap of 1 trillion INR.

According to a report by TechSci Research, the foodtech market in India is projected to grow at a robust pace, at a CAGR of over 12% during 2016 – 2021. The growth is expected because of the increasing internet penetration and proliferation of smartphone users coupled with budding e-commerce market and rising young working population.

So, how does Zomato, an extremely data-driven company maintain a competitive edge?

Gurgaon-headquartered company is using Big Data & ML to improve product UX, through personalization and superior features, as well as to drive more efficiencies into our commercial and operational verticals across both online ordering and restaurants listing business.

Zomato uses Big Data and ML algorithms to predict a lot of challenges in real-time, including last-mile delivery of food orders, allocation of delivery partners, estimation of time for restaurants to prepare food, grooming of delivery partners, assessing fake reviews, etc. "Solving these unknowns helps us provide better customer experience and improve business metrics by either reducing costs or increasing the revenue," says Ram Singla, VP of Technology at Zomato.

Zomato also engages with the audience by posting on trendy topics on social media platforms like Facebook, Instagram and Twitter. The brand understands the audience's nature. Hence, it promotes content which makes users share it, comment on it and view it again and again. It utilises trendy topics and posts simple images in order to interact with viewers online.