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Gartner 2015 Magic Quadrant for Advanced Analytics Platforms: who gained and who lost

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SAS, IBM, KNIME, and RapidMiner lead in Gartner 2015 Magic Quadrant for Advanced Analytics Platforms. We analyze who gained and who lost versus last year.

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By Gregory Piatetsky, [@kdnuggets](#).

Gartner, the leading market and technology research firm, has published its 2015 Magic Quadrant for Advanced Analytics Platforms. The report evaluated 16 analytics and data science firms over 10 criteria and placed them in 4 quadrants, based on completeness of vision and ability to execute.

Figure 1. Magic Quadrant for Advanced Analytics Platforms



Leaders: SAS, IBM, KNIME, RapidMiner (same as in 2014).

Challengers: Dell, SAP .

Visionaries: Alteryx, Microsoft, Alpine Data Labs

Niche Players: FICO, Angoss, Predixion, Revolution Analytics, Salford Systems, Prognoz (a Russian company), Tibco Software.

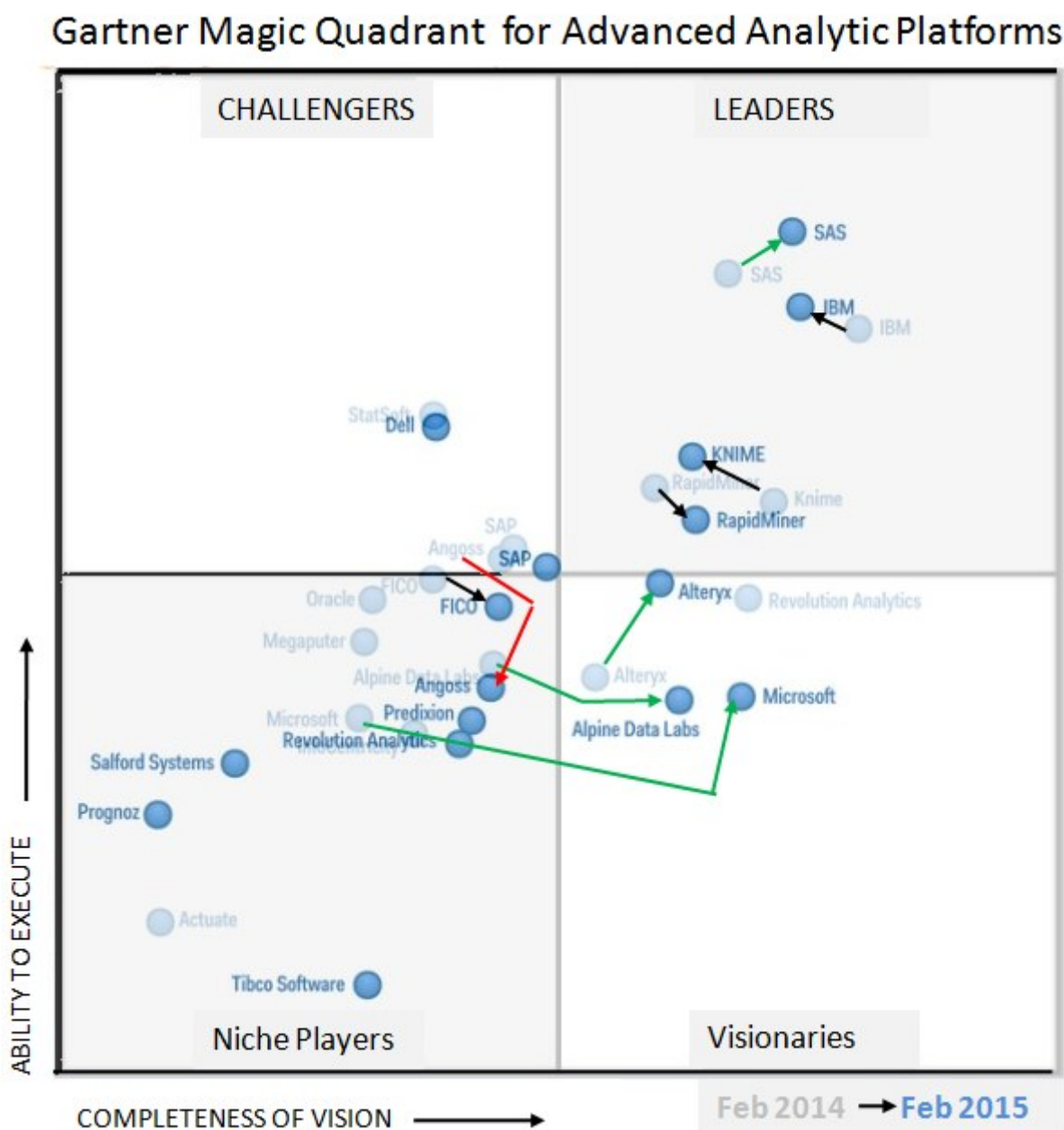
The companies added were: Dell (which bought StatSoft), Predixion, Prognoz, Salford Systems, and Tibco Software.

The companies dropped were:

- Actuate, due to insufficient completed references for evaluation.
- Megaputer, due to insufficient completed references for evaluation.
- InfoCentricity bought by FICO - evaluated as part of FICO.
- StatSoft bought by Dell - evaluated as part of Dell.
- Oracle, which offers its solution as a tightly integrated component of its database, BI and big data offerings, rather than as a stand-alone product.

It is very interesting to compare 2015 MQ with the last year version - [2014 Magic Quadrant for Advanced Analytics Platforms](#).

I overlaid both MQs and added transparency, so you can see both in the chart below, with grayed circles for 2014 entries. The arrows connect 2014 and 2015 circles for the same firm, and are colored green if the firm position improved significantly (further away from origin), red if the position became weaker, and black if the change was not significant. Only the more important changes are shown.



Leaders: The same 4 companies are in the lead, but SAS has improved its position relative to IBM, and KNIME relative to RapidMiner .

Challengers: Dell bought StatSoft and took its position. SAP remained in the same place. Angoss, however, fell in its ability to execute and moved from Challengers to Niche Players.

Visionaries: Alteryx improved its position and almost entered leaders quadrant. Microsoft and Alpine Data Labs moved from Niche Players to Visionaries. Revolution Analytics dropped significantly from Visionaries to Niche Players (partly because Python is emerging as a serious alternative to R for Data Science) but has recently been acquired by Microsoft.

Here is also an animated gif with both 2014 and 2015 Gartner MQ for Advanced Analytics Platforms (made with gifmaker.me - a very nice tool).

Figure 1. Magic Quadrant for Advanced Analytics Platforms



You can download the Gartner 2015 MQ for Advanced Analytics Platforms from Gartner, if you are a client, or from [Predixion Software](#), or [Alteryx](#).

Related:

- [SAS, IBM, RapidMiner, Knime leaders in Gartner MQ for Advanced Analytics Platforms](#) - Feb 24, 2014.
- [Gartner 2014 Magic Quadrant for Advanced Analytics Platforms – view report](#) - Mar 25, 2014.
- [KNIME a 2014 Leader in Advanced Analytic Platform: Gartner Magic Quadrant](#) - Feb 25, 2014.

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Michael Brodie • 3 years ago

Due to its power and potential data analytics is becoming a component in most programming (problem solving) paradigms (BI, data mining, databases, IR, scientific and engineering discovery, etc.). In looking at over 30 "Big Data" use cases I am seeing a convergence of these previously distinct paradigms. Yet, Gartner has a different MQ (category) for "Advanced Analytics Platforms" that you report here, and "BI and Analytics Platforms", also just released. While there is some company names (products?) on both, the two cover largely different products. Regardless of Gartner's classification, as analytics principles and best practices (& Data Science guidance) develop, it may be beneficial to adopt them consistently in the current distinct paradigms, thus leading to convergence.

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Mahound • 3 years ago

I think Microsoft has bought Revolution Analytics since the survey was made.

^ | ▾ • Reply • Share ›

Gregory Piatetsky Mod ➔ Mahound • 3 years ago

Yes, indeed. See also my analysis of Forrester Wave

<http://www.kdnuggets.com/20...>

^ | ▾ • Reply • Share ›

Bruno Aziza • 3 years ago

Love the animation! Thanks for sharing Greg. We're doing a webinar with Gartner's lead analyst to get his guidance on how to choose the best vendor for your company. More details @

<http://bit.ly/1F0691P>

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