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Businesses use business intelligence to have a wholesome understanding of what is happening at all operational levels of the business. It is not primarily to make predictions or prescriptions, it focuses on showing what has happened till now. And in most business use, it is connected to real-time data. Increasingly, though, more business intelligence vendors are now incorporating some basic predictive analysis in their solutions.

Big data analysis is any level of data analysis carried out on big data. Big data refers to data that is too large (high volume) for traditional tools, comes in very fast (high velocity) and is a combination of both structured and unstructured data (variety). Any form of analysis for big data requires some special tools (new technology) that are different from the traditional tools used for data analysis. That is why it is separately classified as big data analysis. And in reality, the businesses using big data all try to use it at the predictive or prescriptive data analysis level.

Nigerian Data Analysis Market

The Nigerian Data Analysis market can be broken into three main categories:

1. Server Based Analytics segment
2. Self-service BI segment
3. Spreadsheet Based Analytics segment

Server Based Analytics segment

This is the high-end segment of the market and only affordable to big companies in Nigeria. The main players in Nigeria are Oracle, Microsoft and SAP.

They require expensive licences sold through select partners and often don't integrate well with database not from the provider. Oracle's OBIEE is engineered to work best with Oracle databases, same with Microsoft's SSRS expecting SQL server databases.

They are not only costly to buy but also costly to set-up. Usually, companies engage specialist consultants to set them up and often find themselves re-engineering their data warehouse to suit the analytics solution.

Self-service BI segment

This is the newest segment of the market, came into mainstream in Nigeria in 2014. The main players are Tableau, Microsoft and Qlik.

They allow business managers get a lot more control and flexibility on the analysis of their business operations data. Rather than a build once and deploy report that is common with the Server Based Analytics segment, Self-service BI allows the reports' consumers a lot more flexibility and control over the end reports from their operations data by enabling them interact more directly with the underlying data and edit the reports to their own satisfaction.

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Industry Analysis Template

All sections are set up to allow for the fill-in of information. Anywhere the text is *italic*, would be where you would put in the information pertaining to the individual assignment (and then un-italicize).

Disclaimer: Confidential/sensitive information on the company should not be included in the YES symposium presentation or the business research paper produced by the YES student.

Title Page: An Industry Analysis for <<Name of Company>>

By: <<Student's Name>>

Date: <<Semester, year>>

Mentor: <<Name and job title of mentor>>

Industry Characteristics and Norms

Industry Profile

Identify the industry the company is in. If the company falls into more than one industry, list them all using the same format, or merge them using what is most applicable from each. If merging, make an explanatory note for the client regarding the purpose for doing so and the methods of combination used.

Profile of the Industry:

- NAICS Code: *Identify NAICS Code*
- Definition: *Use research resources to provide a brief definition of the industry (one paragraph) Include primary activities/products/services.*
- Size of the Industry (*Date*, growth rates from year-year)
 - Annual Revenue: \$###
 - Annual Revenue Growth: ###%
 - Annual Profit: \$###
 - Number of Establishments: ###
 - Growth in Number of Establishments: ###%
 - Employment: ###
 - Annual Growth in Employment: ###%

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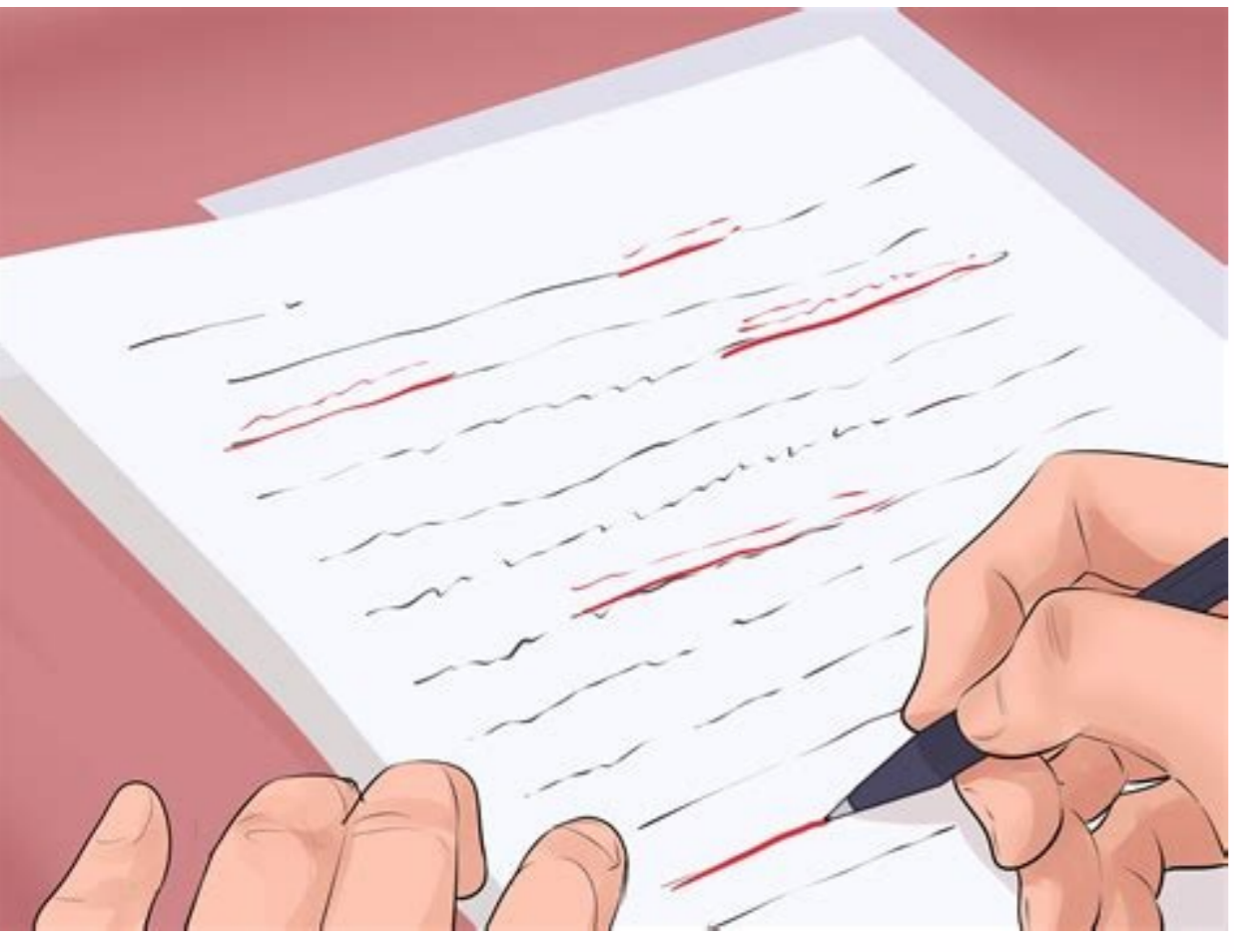
Template for Doing Industry Analysis

This template has been designed to provide a step-by-step guide for students in doing an industry analysis following the Porter Five Forces framework. The template has been designed to provide hands-on advice on how to proceed with the various aspects of industry analysis, and to make sure that no critical elements are missed. The need for this template arises from the dearth in the received literature of hands-on, practical advice in industry analysis. This template is ongoing work, which is updated on a regular basis. I hope that it will prove to be a useful learning tool.

Porter's competitive forces (or the five forces) framework identifies five forces that shape a given industry's competitive conditions. These five forces are: (1) barriers to entry, (2) power of suppliers, (3) power of buyers, (4) threat of substitutes, and (5) industry rivalry. Porter elaborates on how these various forces work. In this template, I draw on these elaborations and focus on their practical implications. What should an industry analyst do to assess each of the five forces? What follows is a list of questions to consider for each of the five forces, as well as practical advice on how to proceed with the evaluation of each.

Threat of New Entry	Examples of Questions to Consider	How to Proceed
Economies of scale: Marginal improvements of efficiency as the firm's output volume increases	Are major firms cost leaders (i.e., are unit costs lower)? How does it relate to the relationship? How do you consider manufacturing, materials and contracting, sales costs, distribution costs?	Get industry reports (e.g., investment banks, Deloitte, Moody's). Analyze representative companies. Analyze data requirements (e.g., market share, unit volume of the leading firms) and by getting representative industry data.
Product differentiation: Processes	How important are brands in the sector? Do firms compete with differentiated their products and processes? How do you consider product differentiation technology, brand, service quality, ethics, and how does this impact entry?	Analyze industry products. Identify leading firms of differentiation. Assess the cost of differentiation. Get, e.g., annual report data, industry reports.
Capital requirements: Processes	How high investments are required for entry? How do you consider manufacturing capability, distribution and delivery, raw materials access, competence development, branding, service provisioning, learning and regulatory, and other such costs.	List the most important capital investments required. Consider the scale of capital investments of the sector by using balance sheet data, working capital, other relevant figures. Consider alternative forms of capital (e.g., debt, equity, venture capital, contractual related investment and grants only, commercial, regulatory, other, etc.)
Switching costs: Processes	Do the industry participants require special investments (e.g., acquiring products and services, regulatory, employee training, etc.)? How do you consider the industry entry requirements (e.g., health care programs)? Are supplier relationships based on long-term contracts with clients?	List sources of switching costs (contractual, contractual related investment and grants only, commercial, regulatory, other, etc.) and see the magnitude of switching costs.
Access to distribution channels: Processes	Are distribution assets competitively available in the sector? How do you consider access to distribution? Are there distribution agreements, contracts, or other such arrangements? Can distribution be developed? Can alternative distribution channels be developed? Consider the characteristics of distribution.	List the main channels of distribution. Consider any aspects of such. Consider alternative distribution channels. Consider the cost of developing these. Consider the characteristics of distribution.

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GVR Coverage Report Publication Date: Feb, 2021 Far Base for Estimation: 2020 Report ID: GVR-3-68038-122-1 Format: Electronic (PDF) Historical Data: 2016 - 2019 Number of PAGE: 132 The global size of the Cannabidiol market was valued at USD 2,800 million in 2020 and is expected to expand at a compound annual growth rate (CAGR) of 21.2% from 2021 to 2028. Due to its healing properties, the cannabidiol demand (CBD) For health and well-being purposes is high, which is the main factor that promotes market growth. In addition, the growing acceptance and use of products due to government approvals is an important factor that is expected to promote the production of products used by the CBD. Of all cannabinoids, cannabidiol is more used for therapeutic reasons due to the lack of psychoactive effects. In many applications, cannabidiol oil is used, such as anxiety and depression treatment, scheme relief, diabetes prevention, pain relief, relief of cancer symptoms and inflammation. Due to the increasing adoption of products based on the CBD to treat diseases, the global cannabidiol market is foreseen to grow at a lucrative pace during the expected period. Increasing Awareness of Cannabidiol Therapy Benefits has influenced a buyer to buy cannabidiol products, regardless of its cost. As these have a larger gain margin, commercial retailers are now focusing on the sale of cannabis-based products. Numerous health and well-being retailers are offering products based on CBD, such as Rite Aid, CVS Health and Walgreens Boots Alliance. In addition, CVS Health decides to offer Topics CBD in all its 800 stores and Walgreens Boots Alliance is selling typicals that contain CBD through 1500 from their stores in the United States. However, the Covid-19 pandemic has caused blocks without Throughout the world, collapsing daily operations and changing consumption behaviors in almost all industries. In response to Ramps Covid-19, retail stores have closed. The market began to experience a shortage of supplies supplies. The closure at the national level of transport and manufacture in the main parts of manufacturing raw materials, such as China and India. In addition, due to the interruptions of the supply chain in the US, the offer of other raw materials has been limited, which is interrupting manufacturing, and in turn, the supply chain of health products of the CDB consumer. Covid19 cannabidiol market Impact: 6.1% Decrease in the growth of Pardon Revenue Post Covid19, Outlook The cannabidiol market decreased by 6.1% from 2019 to 2020 to the market to witness internal growth of approximately 20% 23% on the next 5 years. He began to experience a scarcity of supply due to the dump at the national level of transport and manufacture in the main parts of manufacturing raw materials, such as China and India. It is expected that CBD derived from cane growing in a CAGR of 23.4% postmandemia due to the growing demand of the pharmaceutical sector and growing awareness among consumers with respect to health. In response to Ramps Covid-19, retail stores have been closed, which affects sales of CBD products. Interruptions in the supply chain have led to limitations on the supply of other raw materials, hindering growth. Companies are entering multiple associations and launching innovative products to increase their distribution networks and expand their consumer base. On the other hand, the existence of strict regulations and the high cost of cannabidiol products are some of the main factors that limit market growth. In addition, the absence of legalization initiatives in many Asian and African countries is another main factor that prevents market growth. Information of the type of origin The grade segment dominated the market and represented the largest income fee of 59.6% by 2020. The growing acceptance of refined CBD combined with the growing legalization of marijuana products and marijuana derivatives for several medical applications is promoting the growth of this segment. In in The high effectiveness of cannabidiol extract from marijuana is a key factor for the large part of the market. It is foreseen that cannabidiol derived from the catheter witness a rapid growth due to the increase in demand for the pharmaceutical sector and increasing consciousness among consumers regarding health. It is foreseen that the increase in disposable consumer income together with the legalization of medicinal cannabis will have a positive effect on the demand for cannabidiol in the pharmaceutical sector. Oils, tinctures, concentrate, capsules, typical solutions such as slaves, lip balms, lotions and groceries such as baked goods, café, chocolates, bucks and candies are some of the products of the CBD that are in high demand. In addition, the use of CBD conducted by the catalog is rapidly increasing due to its anti-inflammatory, anti-aging and antioxidant properties. Various industries such as pharmaceuticals, personal and cosmetics, nutritional care and food and beverages are developing products derived from the CBD for health and wellness purposes. Therefore, the aforementioned factors would be responsible for the most rapid growth rate of this segment during the expected period. DISTRIBUTION Ticket channel The Business to Business (B2B) segment dominated the market and represented the largest income fee of 58.9% in 2020. It is expected that the segment is extended to a lucrative rate during the expected period. This can be attributed to an increase in the number of CBD or wholesale oil suppliers, as well as an increase in oil demand for CBD as raw material. Likewise, after the legalization of CBD products in several countries, the possibilities of providing these products increased considerably, due to the expansion of the consumer pool. The subsegment of hospital pharmacies represented the important income fee in 2020, due increase the number of companies establishing exclusive partnerships with retail pharmacies to increase their visibility and create an independent entity for customers to buy CBD CBD In addition, the CBD market is expected to present present significant opportunities for market participants, due to a wave in pharmacy storage events, exclusive collaborations of companies with retail pharmacies and an increase in the number of patients opting for treatment with CBD. Final Insights The segment of pharmaceutical products dominated the cannabidiol market (CBD) and represented the highest revenue fee of 42.9% by 2020. It is anticipated that the segment will grow at a lucrative rate during the pronouncement period. The great action has been attributed to factors, such as the increasing number of ongoing tests to study the impact of the CBD under certain health conditions, is anticipated that it will boost demand in the next years. In addition, many companies acquire bulk CBD oils and manufacture infused products of CBD. These products are used by a large consumption base as an alternative for handling pain and effort. Therefore, most of these products are represented in the market growth phase. It is projected that the pharmaceutical segment is witnessed the highest growth rate during the pronouncement period. It is anticipated that this rapidly progressive transformation of cannabidiol from herbal preparations to prescribed medications increase market growth. In addition, the awareness of the medical benefits of cannabidiol, including its cure properties, is anticipated to promote the demand for the product in the pharmaceutical industry. Regional information EN 2020, Northern America dominated the market with an income fee of 37.3% and will continue to preserve its position of leadership in the market. The presence of large health conscious people in the region, the growing acceptance of products based à €

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