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NVIDIA SWOT & PESTLE ANALYSIS

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Company Name : Nvidia

Company Sector : Semiconductors, Computer hardware (gaming primarily) and application of AI in various industries

Operating Geography : United States, North America, Global.

About the Company : This AI specialized company started off its journey with the idea of transforming PC into a consumer device for experiencing games and multimedia like it has never been experienced before. It was founded by Jensen Huang, Chris Malachowsky and Curtis Priem. With its headquarters located in Santa Clara, California, US, it operates in America, Asia and Europe.

Nvidia introduced the first multimedia processor NV1 in market in 1995 followed by RIVA 128, the world's first high performance 128-bit 3D processor that came into market in 1997. Although the concept of GPU (Graphical Processing Unit) was designed by Toshiba and introduced by Sony through the reference to the Play station, GPU GeForce 256 by Nvidia changed the scenario of graphics industry. The company defines GeForce as “a single-chip processor with integrated transform, lighting, triangle setup/clipping, and rendering engines that is capable of processing a minimum of 10 million polygons per second”. The game changing year was 2000 when Microsoft chose Nvidia for providing the graphics processors for its first Xbox gaming console.

Some of the important acquisitions of Nvidia are Mellanox (2019) for high-performance interconnect technology, Media Q (2003) for wireless multimedia technology, 3DFX – and then leading pioneer in graphics industry.

Nvidia is currently focusing on high level application of Artificial Intelligence in different fields like deep learning, car technology, healthcare, autonomous machines. Leaders in the federal government and private sector working hard for these initiatives will come together this year at the GPU Technology Conference in Washington, hosted by NVIDIA and its partners, including Booz Allen Hamilton, Dell, IBM, Lockheed Martin and other AI pioneers. This flat-structured company with 13,277 employees as of January 2019 regulates the AI foundations through

mentoring programs, large-scale volunteer efforts like Project Inspire, Techsplorer and departmental team-building events.

Revenue :

\$11.72 billion – FY ended Jan 2019 (year-on-year growth of 21%)

\$9.71 billion – FY ended Jan 2018

SWOT Analysis :

The SWOT Analysis for Nvidia is given below:

Strengths	Weaknesses
<ul style="list-style-type: none"> 1.Strong technology foundation driven by innovation 2.Competitive advantage in AI\deep learning data center market. 3.Acquisitions of some revolutionary gaming companies. 4.Innovation in automotive segment with the NVIDIA DRIVE platform. 	<ul style="list-style-type: none"> 1.Falling revenues as of early FY19 2.Slow growth in gaming revenues. 3.Increased dependence on the gaming sector.
Opportunities	Threats
<ul style="list-style-type: none"> 1.Fast adoption of AI in technology market. 2.Strong strategic partnerships. 3.Wide Range of application of AI. 	<ul style="list-style-type: none"> 1. Faster rendering engine or rendering technology used by its competitors. 2. Increased use of mobile technology. 3. Crypto currency meltdown to impact GPU demand. 4. Competitive threat in automotive market.

PESTLE Analysis :

The PESTLE Analysis for Nvidia is given below:

Political	Economical
1.Impact of US China trade war	1.Strong dollar to impact Asian sales 2.Uncertainties associated with dependence on international operations
Social	Technological
1.Increased health hazards lead to increased use of AI in health care	1.Advent of Artificial Intelligence (AI) 2.Demand of endless realistic graphics
Legal	Environmental
1.Infringements, restricted use of trademarks and logos	1.Creation of recycled and energy efficient products 2.Sustainable initiatives for environmental efficiency

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Client Support:
support@swotandpestle.com