

Global Location Analytics Market by Manufacturers, Countries, Type and Application, Forecast to 2023

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Abstracts

'Location analytics is the process or the ability to gain insight from the location or geographic component of business data.

Location analytics blends business data with geographic data to reveal the relationship of location to people, events, transactions, facilities and assets. Traditionally, location data has been relegated to mapping and GIS purposes. But geo-mapping software, like other business software, has become easier to use. And BI and analytics software vendors are integrating mapping and spatial data analysis into their products to provide additional context to visualizations, reports and analysis.'

Scope of the Report:

This report focuses on the Location Analytics in Global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

Market Segment by Manufacturers, this report covers

SAP SE

IBM Corporation

Oracle Corporation

Microsoft Corporation

Google Inc.

Tableau software

SAS Institute

TIBCO Software Inc.

Information Builders

Pitney Bowes

MicroStrategy

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Software Segment

Service Segment

Market Segment by Applications, can be divided into

BFSI

Healthcare and Life Sciences

Government and Utilities

Retail and Consumer Goods

Telecommunications and IT

Transportation and Logistics

Others

Contents

1 LOCATION ANALYTICS MARKET OVERVIEW

1.1 Product Overview and Scope of Location Analytics

1.2 Classification of Location Analytics by Types

1.2.1 Global Location Analytics Revenue Comparison by Types (2017-2023)

1.2.2 Global Location Analytics Revenue Market Share by Types in 2017

1.2.1 Software Segment

1.2.2 Service Segment

1.3 Global Location Analytics Market by Application

1.3.1 Global Location Analytics Market Size and Market Share Comparison by Applications (2013-2023)

1.3.1 BFSI

1.3.2 Healthcare and Life Sciences

1.3.3 Government and Utilities

1.3.4 Retail and Consumer Goods

1.3.5 Telecommunications and IT

1.3.6 Transportation and Logistics

1.3.1 Others

1.4 Global Location Analytics Market by Regions

1.4.1 Global Location Analytics Market Size (Million USD) Comparison by Regions (2013-2023)

1.4.1 North America (USA, Canada and Mexico) Location Analytics Status and Prospect (2013-2023)

1.4.2 Europe (Germany, France, UK, Russia and Italy) Location Analytics Status and Prospect (2013-2023)

1.4.3 Asia-Pacific (China, Japan, Korea, India and Southeast Asia) Location Analytics Status and Prospect (2013-2023)

1.4.4 South America (Brazil, Argentina, Colombia) Location Analytics Status and Prospect (2013-2023)

1.4.5 Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa) Location Analytics Status and Prospect (2013-2023)

1.5 Global Market Size of Location Analytics (2013-2023)

2 MANUFACTURERS PROFILES

2.1 SAP SE

2.1.1 Business Overview

- 2.1.2 Location Analytics Type and Applications
 - 2.1.2.1 Type
 - 2.1.2.2 Type
- 2.1.3 SAP SE Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.2 IBM Corporation
 - 2.2.1 Business Overview
 - 2.2.2 Location Analytics Type and Applications
 - 2.2.2.1 Type
 - 2.2.2.2 Type
 - 2.2.3 IBM Corporation Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.3 Oracle Corporation
 - 2.3.1 Business Overview
 - 2.3.2 Location Analytics Type and Applications
 - 2.3.2.1 Type
 - 2.3.2.2 Type
 - 2.3.3 Oracle Corporation Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.4 Microsoft Corporation
 - 2.4.1 Business Overview
 - 2.4.2 Location Analytics Type and Applications
 - 2.4.2.1 Type
 - 2.4.2.2 Type
 - 2.4.3 Microsoft Corporation Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.5 Google Inc.
 - 2.5.1 Business Overview
 - 2.5.2 Location Analytics Type and Applications
 - 2.5.2.1 Type
 - 2.5.2.2 Type
 - 2.5.3 Google Inc. Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)
- 2.6 Tableau software
 - 2.6.1 Business Overview
 - 2.6.2 Location Analytics Type and Applications
 - 2.6.2.1 Type
 - 2.6.2.2 Type
 - 2.6.3 Tableau software Location Analytics Sales, Price, Revenue, Gross Margin and

Market Share (2016-2017)

2.7 SAS Institute

2.7.1 Business Overview

2.7.2 Location Analytics Type and Applications

2.7.2.1 Type

2.7.2.2 Type

2.7.3 SAS Institute Location Analytics Sales, Price, Revenue, Gross Margin and

Market Share (2016-2017)

2.8 TIBCO Software Inc.

2.8.1 Business Overview

2.8.2 Location Analytics Type and Applications

2.8.2.1 Type

2.8.2.2 Type

2.8.3 TIBCO Software Inc. Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.9 Information Builders

2.9.1 Business Overview

2.9.2 Location Analytics Type and Applications

2.9.2.1 Type

2.9.2.2 Type

2.9.3 Information Builders Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.10 Pitney Bowes

2.10.1 Business Overview

2.10.2 Location Analytics Type and Applications

2.10.2.1 Type

2.10.2.2 Type

2.10.3 Pitney Bowes Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

2.11 MicroStrategy

2.11.1 Business Overview

2.11.2 Location Analytics Type and Applications

2.11.2.1 Type

2.11.2.2 Type

2.11.3 MicroStrategy Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

3 GLOBAL LOCATION ANALYTICS MARKET COMPETITION, BY PLAYERS

- 3.1 Global Location Analytics Revenue and Share by Players (2013-2018)
- 3.2 Market Concentration Rate
 - 3.2.1 Top 5 Location Analytics Players Market Share
 - 3.2.2 Top 10 Location Analytics Players Market Share
- 3.3 Market Competition Trend

4 GLOBAL LOCATION ANALYTICS MARKET SIZE BY REGIONS

- 4.1 Global Location Analytics Revenue and Market Share by Regions
- 4.2 North America Location Analytics Revenue and Growth Rate (2013-2018)
- 4.3 Europe Location Analytics Revenue and Growth Rate (2013-2018)
- 4.4 Asia-Pacific Location Analytics Revenue and Growth Rate (2013-2018)
- 4.5 South America Location Analytics Revenue and Growth Rate (2013-2018)
- 4.6 Middle East and Africa Location Analytics Revenue and Growth Rate (2013-2018)

5 NORTH AMERICA LOCATION ANALYTICS REVENUE BY COUNTRIES

- 5.1 North America Location Analytics Revenue by Countries (2013-2018)
- 5.2 USA Location Analytics Revenue and Growth Rate (2013-2018)
- 5.3 Canada Location Analytics Revenue and Growth Rate (2013-2018)
- 5.4 Mexico Location Analytics Revenue and Growth Rate (2013-2018)

6 EUROPE LOCATION ANALYTICS REVENUE BY COUNTRIES

- 6.1 Europe Location Analytics Revenue by Countries (2013-2018)
- 6.2 Germany Location Analytics Revenue and Growth Rate (2013-2018)
- 6.3 UK Location Analytics Revenue and Growth Rate (2013-2018)
- 6.4 France Location Analytics Revenue and Growth Rate (2013-2018)
- 6.5 Russia Location Analytics Revenue and Growth Rate (2013-2018)
- 6.6 Italy Location Analytics Revenue and Growth Rate (2013-2018)

7 ASIA-PACIFIC LOCATION ANALYTICS REVENUE BY COUNTRIES

- 7.1 Asia-Pacific Location Analytics Revenue by Countries (2013-2018)
- 7.2 China Location Analytics Revenue and Growth Rate (2013-2018)
- 7.3 Japan Location Analytics Revenue and Growth Rate (2013-2018)
- 7.4 Korea Location Analytics Revenue and Growth Rate (2013-2018)
- 7.5 India Location Analytics Revenue and Growth Rate (2013-2018)
- 7.6 Southeast Asia Location Analytics Revenue and Growth Rate (2013-2018)

8 SOUTH AMERICA LOCATION ANALYTICS REVENUE BY COUNTRIES

- 8.1 South America Location Analytics Revenue by Countries (2013-2018)
- 8.2 Brazil Location Analytics Revenue and Growth Rate (2013-2018)
- 8.3 Argentina Location Analytics Revenue and Growth Rate (2013-2018)
- 8.4 Colombia Location Analytics Revenue and Growth Rate (2013-2018)

9 MIDDLE EAST AND AFRICA REVENUE LOCATION ANALYTICS BY COUNTRIES

- 9.1 Middle East and Africa Location Analytics Revenue by Countries (2013-2018)
- 9.2 Saudi Arabia Location Analytics Revenue and Growth Rate (2013-2018)
- 9.3 UAE Location Analytics Revenue and Growth Rate (2013-2018)
- 9.4 Egypt Location Analytics Revenue and Growth Rate (2013-2018)
- 9.5 Nigeria Location Analytics Revenue and Growth Rate (2013-2018)
- 9.6 South Africa Location Analytics Revenue and Growth Rate (2013-2018)

10 GLOBAL LOCATION ANALYTICS MARKET SEGMENT BY TYPE

- 10.1 Global Location Analytics Revenue and Market Share by Type (2013-2018)
- 10.2 Global Location Analytics Market Forecast by Type (2018-2023)
- 10.2 Software Segment Sales Growth and Price
 - 10.2.1 Global Software Segment Sales Growth (2013-2018)
 - 10.2.2 Global Software Segment Price (2013-2018)
- 10.3 Service Segment Sales Growth and Price
 - 10.3.1 Global Service Segment Sales Growth (2013-2018)
 - 10.3.2 Global Service Segment Price (2013-2018)

11 GLOBAL LOCATION ANALYTICS MARKET SEGMENT BY APPLICATION

- 11.1 Global Location Analytics Revenue Market Share by Application (2013-2018)
- 11.2 Location Analytics Market Forecast by Application (2018-2023)
- 11.2 BFSI Sales Growth (2013-2018)
- 11.3 Healthcare and Life Sciences Sales Growth (2013-2018)
- 11.4 Government and Utilities Sales Growth (2013-2018)
- 11.5 Retail and Consumer Goods Sales Growth (2013-2018)
- 11.6 Telecommunications and IT Sales Growth (2013-2018)
- 11.7 Transportation and Logistics Sales Growth (2013-2018)
- 11.8 Others Sales Growth (2013-2018)

12 GLOBAL LOCATION ANALYTICS MARKET SIZE FORECAST (2018-2023)

- 12.1 Global Location Analytics Market Size Forecast (2018-2023)
- 12.2 Global Location Analytics Market Forecast by Regions (2018-2023)
- 12.3 North America Location Analytics Revenue Market Forecast (2018-2023)
- 12.4 Europe Location Analytics Revenue Market Forecast (2018-2023)
- 12.5 Asia-Pacific Location Analytics Revenue Market Forecast (2018-2023)
- 12.6 South America Location Analytics Revenue Market Forecast (2018-2023)
- 12.7 Middle East and Africa Location Analytics Revenue Market Forecast (2018-2023)

13 RESEARCH FINDINGS AND CONCLUSION

14 APPENDIX

- 14.1 Methodology
- 14.2 Data Source

List Of Tables

LIST OF TABLES AND FIGURES

Figure Location Analytics Picture

Table Product Specifications of Location Analytics

Table Global Location Analytics and Revenue (Million USD) Market Split by Product Type

Figure Global Location Analytics Revenue Market Share by Types in 2017

Figure Software Segment Picture

Figure Service Segment Picture

Table Global Location Analytics Revenue (Million USD) by Application (2013-2023)

Figure Location Analytics Revenue Market Share by Applications in 2017

Figure BFSI Picture

Figure Healthcare and Life Sciences Picture

Figure Government and Utilities Picture

Figure Retail and Consumer Goods Picture

Figure Telecommunications and IT Picture

Figure Transportation and Logistics Picture

Figure Others Picture

Table Global Market Location Analytics Revenue (Million USD) Comparison by Regions 2013-2023

Figure North America Location Analytics Revenue (Million USD) and Growth Rate (2013-2023)

Figure Europe Location Analytics Revenue (Million USD) and Growth Rate (2013-2023)

Figure Asia-Pacific Location Analytics Revenue (Million USD) and Growth Rate (2013-2023)

Figure South America Location Analytics Revenue (Million USD) and Growth Rate (2013-2023)

Figure Middle East and Africa Location Analytics Revenue (Million USD) and Growth Rate (2013-2023)

Figure Global Location Analytics Revenue (Million USD) and Growth Rate (2013-2023)

Table SAP SE Basic Information, Manufacturing Base and Competitors

Table SAP SE Location Analytics Type and Applications

Table SAP SE Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table IBM Corporation Basic Information, Manufacturing Base and Competitors

Table IBM Corporation Location Analytics Type and Applications

Table IBM Corporation Location Analytics Sales, Price, Revenue, Gross Margin and

Market Share (2016-2017)

Table Oracle Corporation Basic Information, Manufacturing Base and Competitors

Table Oracle Corporation Location Analytics Type and Applications

Table Oracle Corporation Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Microsoft Corporation Basic Information, Manufacturing Base and Competitors

Table Microsoft Corporation Location Analytics Type and Applications

Table Microsoft Corporation Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Google Inc. Basic Information, Manufacturing Base and Competitors

Table Google Inc. Location Analytics Type and Applications

Table Google Inc. Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Tableau software Basic Information, Manufacturing Base and Competitors

Table Tableau software Location Analytics Type and Applications

Table Tableau software Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table SAS Institute Basic Information, Manufacturing Base and Competitors

Table SAS Institute Location Analytics Type and Applications

Table SAS Institute Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table TIBCO Software Inc. Basic Information, Manufacturing Base and Competitors

Table TIBCO Software Inc. Location Analytics Type and Applications

Table TIBCO Software Inc. Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Information Builders Basic Information, Manufacturing Base and Competitors

Table Information Builders Location Analytics Type and Applications

Table Information Builders Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Pitney Bowes Basic Information, Manufacturing Base and Competitors

Table Pitney Bowes Location Analytics Type and Applications

Table Pitney Bowes Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table MicroStrategy Basic Information, Manufacturing Base and Competitors

Table MicroStrategy Location Analytics Type and Applications

Table MicroStrategy Location Analytics Sales, Price, Revenue, Gross Margin and Market Share (2016-2017)

Table Global Location Analytics Revenue (Million USD) by Players (2013-2018)

Table Global Location Analytics Revenue Share by Players (2013-2018)

Figure Global Location Analytics Revenue Share by Players in 2016

Figure Global Location Analytics Revenue Share by Players in 2017

Figure Global Top 5 Players Location Analytics Revenue Market Share in 2017

Figure Global Top 10 Players Location Analytics Revenue Market Share in 2017

Figure Global Location Analytics Revenue (Million USD) and Growth Rate (%) (2013-2018)

Table Global Location Analytics Revenue (Million USD) by Regions (2013-2018)

Table Global Location Analytics Revenue Market Share by Regions (2013-2018)

Figure Global Location Analytics Revenue Market Share by Regions (2013-2018)

Figure Global Location Analytics Revenue Market Share by Regions in 2017

Figure North America Location Analytics Revenue and Growth Rate (2013-2018)

Figure Europe Location Analytics Revenue and Growth Rate (2013-2018)

Figure Asia-Pacific Location Analytics Revenue and Growth Rate (2013-2018)

Figure South America Location Analytics Revenue and Growth Rate (2013-2018)

Figure Middle East and Africa Location Analytics Revenue and Growth Rate (2013-2018)

Table North America Location Analytics Revenue by Countries (2013-2018)

Table North America Location Analytics Revenue Market Share by Countries (2013-2018)

Figure North America Location Analytics Revenue Market Share by Countries (2013-2018)

Figure North America Location Analytics Revenue Market Share by Countries in 2017

Figure USA Location Analytics Revenue and Growth Rate (2013-2018)

Figure Canada Location Analytics Revenue and Growth Rate (2013-2018)

Figure Mexico Location Analytics Revenue and Growth Rate (2013-2018)

Table Europe Location Analytics Revenue (Million USD) by Countries (2013-2018)

Figure Europe Location Analytics Revenue Market Share by Countries (2013-2018)

Figure Europe Location Analytics Revenue Market Share by Countries in 2017

Figure Germany Location Analytics Revenue and Growth Rate (2013-2018)

Figure UK Location Analytics Revenue and Growth Rate (2013-2018)

Figure France Location Analytics Revenue and Growth Rate (2013-2018)

Figure Russia Location Analytics Revenue and Growth Rate (2013-2018)

Figure Italy Location Analytics Revenue and Growth Rate (2013-2018)

Table Asia-Pacific Location Analytics Revenue (Million USD) by Countries (2013-2018)

Figure Asia-Pacific Location Analytics Revenue Market Share by Countries (2013-2018)

Figure Asia-Pacific Location Analytics Revenue Market Share by Countries in 2017

Figure China Location Analytics Revenue and Growth Rate (2013-2018)

Figure Japan Location Analytics Revenue and Growth Rate (2013-2018)

Figure Korea Location Analytics Revenue and Growth Rate (2013-2018)

Figure India Location Analytics Revenue and Growth Rate (2013-2018)
Figure Southeast Asia Location Analytics Revenue and Growth Rate (2013-2018)
Table South America Location Analytics Revenue by Countries (2013-2018)
Table South America Location Analytics Revenue Market Share by Countries (2013-2018)
Figure South America Location Analytics Revenue Market Share by Countries (2013-2018)
Figure South America Location Analytics Revenue Market Share by Countries in 2017
Figure Brazil Location Analytics Revenue and Growth Rate (2013-2018)
Figure Argentina Location Analytics Revenue and Growth Rate (2013-2018)
Figure Colombia Location Analytics Revenue and Growth Rate (2013-2018)
Table Middle East and Africa Location Analytics Revenue (Million USD) by Countries (2013-2018)
Table Middle East and Africa Location Analytics Revenue Market Share by Countries (2013-2018)
Figure Middle East and Africa Location Analytics Revenue Market Share by Countries (2013-2018)
Figure Middle East and Africa Location Analytics Revenue Market Share by Countries in 2017
Figure Saudi Arabia Location Analytics Revenue and Growth Rate (2013-2018)
Figure UAE Location Analytics Revenue and Growth Rate (2013-2018)
Figure Egypt Location Analytics Revenue and Growth Rate (2013-2018)
Figure Nigeria Location Analytics Revenue and Growth Rate (2013-2018)
Figure South Africa Location Analytics Revenue and Growth Rate (2013-2018)
Table Global Location Analytics Revenue (Million USD) by Type (2013-2018)
Table Global Location Analytics Revenue Share by Type (2013-2018)
Figure Global Location Analytics Revenue Share by Type (2013-2018)
Figure Global Location Analytics Revenue Share by Type in 2017
Table Global Location Analytics Revenue Forecast by Type (2018-2023)
Figure Global Location Analytics Market Share Forecast by Type (2018-2023)
Figure Global Software Segment Sales Growth (2013-2018)
Figure Global Software Segment Price (2013-2018)
Figure Global Service Segment Sales Growth (2013-2018)
Figure Global Service Segment Price (2013-2018)
Table Global Location Analytics Revenue by Application (2013-2018)
Table Global Location Analytics Revenue Share by Application (2013-2018)
Figure Global Location Analytics Revenue Share by Application (2013-2018)
Figure Global Location Analytics Revenue Share by Application in 2017
Table Global Location Analytics Revenue Forecast by Application (2018-2023)

Figure Global Location Analytics Market Share Forecast by Application (2018-2023)

Figure Global BFSI Sales Growth (2013-2018)

Figure Global Healthcare and Life Sciences Sales Growth (2013-2018)

Figure Global Government and Utilities Sales Growth (2013-2018)

Figure Global Retail and Consumer Goods Sales Growth (2013-2018)

Figure Global Telecommunications and IT Sales Growth (2013-2018)

Figure Global Transportation and Logistics Sales Growth (2013-2018)

Figure Global Others Sales Growth (2013-2018)

Figure Global Location Analytics Revenue (Million USD) and Growth Rate Forecast (2018 -2023)

Table Global Location Analytics Revenue (Million USD) Forecast by Regions (2018-2023)

Figure Global Location Analytics Revenue Market Share Forecast by Regions (2018-2023)

Figure North America Location Analytics Revenue Market Forecast (2018-2023)

Figure Europe Location Analytics Revenue Market Forecast (2018-2023)

Figure Asia-Pacific Location Analytics Revenue Market Forecast (2018-2023)

Figure South America Location Analytics Revenue Market Forecast (2018-2023)

Figure Middle East and Africa Location Analytics Revenue Market Forecast (2018-2023)

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