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Global Location Analytics Market Research Report 2018

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Abstracts

SUMMARY

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

Market Segment as follows:

By Region

Asia-Pacific

North America

Europe

South America

Middle East & Africa

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By Type

Software Segment

Service Segment

By Application

BFSI

Healthcare and Life Sciences

Government and Utilities

Retail and Consumer Goods

Telecommunications and IT

Transportation and Logistics

Others

By Company

SAP SE

IBM Corporation

Oracle Corporation

Microsoft Corporation

Google Inc.

Tableau software

SAS Institute

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TIBCO Software Inc.

Information Builders

Pitney Bowes

MicroStrategy

The main contents of the report including:

Section 1:
Product definition, type and application, global and regional market overview;
Section 2:
Global and regional Market competition by company;
Section 3:
Global and regional sales revenue, volume and price by type;
Section 4:
Global and regional sales revenue, volume and price by application;
Section 5:
Regional export and import;
Section 6:
Company information, business overview, sales data and product specifications;
Section 7:
Industry chain and raw materials;
Section 8:
SWOT and Porter's Five Forces;
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Conclusion.

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