

Asia Pacific Retail Analytics Market (2017 - 2023)

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Abstracts

The Asia Pacific Retail Analytics Market would witness market growth of 21.8% CAGR during the forecast period (2017 – 2023). Retail analytics is the process which provides analytical insights on inventory levels, supply chain movement, consumer demand, sales, etc. Such insights are crucial in marketing, and procurement decisions. Retail analytics offers deeper level of customer insights with necessary insights into business and processes of the organization with scope and need for improvement. Intense competition and declining customer loyalty are the factors driving the need for supply chain functions to optimize revenue. The key analytical software for supply chain within the retail sector is built with a focus on inventory management, supply and demand forecasting, vendor management and others.

Based on Components, the market report segments the market into Software and Services. Services components are further divided into Professional and Managed. Based on Business Functions, the Asia Pacific Retail Analytics market segments the market into Supply chain, Sales, Marketing, Finance, and Store Operations. Based on Applications, the market report segments the market into Supply chain, Sales, Marketing, Finance, and Store Operations. Based on Deployment Types, the Asia Pacific Retail Analytics market segments the market into On Demand and On Premise. Based on Organization Size, the market report segments the market into Small & Medium Enterprises and Large Enterprises. Based on Countries, the Asia Pacific Retail Analytics market segments the market into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the competition analysis of key stake holders of the Asia Pacific Retail Analytics Market. Key companies profiled in the report include International Business Machines (IBM) Corporation, Oracle Corporation, Microsoft Corporation, Fujitsu Limited, Microstrategy Incorporated, SAP SE, SAS Institute Inc., Qliktech Technologies Inc., Angoss Software Corporation, and Information Builders.

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