

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.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Asia Pacific Retail Analytics Market, by Components
 - 1.4.2 Asia Pacific Retail Analytics Market, by Business Functions
 - 1.4.3 Asia Pacific Retail Analytics Market, by Applications
 - 1.4.4 Asia Pacific Retail Analytics Market, by Deployment Types
 - 1.4.5 Asia Pacific Retail Analytics Market, by Organization Size
 - 1.4.6 Asia Pacific Retail Analytics Market, by Countries
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
- 2.2 Drivers, and Restraints
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. ASIA PACIFIC RETAIL ANALYTICS MARKET

- 3.1 Asia Pacific Retail Analytics Market by Component
 - 3.1.1 Asia Pacific Retail Analytics Software Market by Country
 - 3.1.2 Asia Pacific Retail Analytics Services Market by Country
 - 3.1.3 Asia Pacific Retail Analytics Services Market by Type
 - 3.1.3.1 Asia Pacific Retail Analytics Professional Services Market by Country
 - 3.1.3.2 Asia Pacific Retail Analytics Managed Services Market by Country

CHAPTER 4. ASIA PACIFIC RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION

- 4.1 Introduction
 - 4.1.1 Asia Pacific Supply Chain Retail Analytics Market by Country
 - 4.1.2 Asia Pacific Sales Retail Analytics Market by Country
 - 4.1.3 Asia Pacific Marketing Retail Analytics Market by Country

4.1.4 Asia Pacific Finance Retail Analytics Market by Country

4.1.5 Asia Pacific Store Operations Retail Analytics Market by Country

CHAPTER 5. ASIA PACIFIC RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE

5.1 Introduction

5.1.1 Asia Pacific Small & Medium Enterprises Retail Analytics Market by Country

5.1.2 Asia Pacific Large Enterprises Retail Analytics Market by Country

CHAPTER 6. ASIA PACIFIC RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE

6.1 Introduction

6.1.1 Asia Pacific On Demand Retail Analytics Market by Country

6.1.2 Asia Pacific On Premise Retail Analytics Market by Country

CHAPTER 7. ASIA PACIFIC RETAIL ANALYTICS MARKET BY APPLICATION

7.1 Introduction

7.1.1 Asia Pacific Retail Analytics in Inventory Analysis Market by Country

7.1.2 Asia Pacific Retail Analytics in Merchandising Analysis Market by Country

7.1.3 Asia Pacific Retail Analytics in Pricing Analysis Market by Country

7.1.4 Asia Pacific Retail Analytics in Performance Analysis Market by Country

7.1.5 Asia Pacific Retail Analytics in Customer Management Market by Country

7.1.6 Asia Pacific Retail Analytics in Yield Analysis Market by Country

7.1.7 Asia Pacific Retail Analytics in Other Application Market by Country

CHAPTER 8. ASIA PACIFIC RETAIL ANALYTICS MARKET BY COUNTRY

8.1 Introduction

8.2 China Retail Analytics Market

8.2.1 China Retail Analytics Market by Component Type

8.2.1.1 China Retail Analytics Market by Services Type

8.2.2 China Retail Analytics Market by Business Function

8.2.3 China Retail Analytics Market by Organization Size

8.2.4 China Retail Analytics Market by Deployment Type

8.2.5 China Retail Analytics Market by Application

8.3 Japan Retail Analytics Market

- 8.3.1 Japan Retail Analytics Market by Component Type
 - 8.3.1.1 Japan Retail Analytics Market by Services Type
- 8.3.2 Japan Retail Analytics Market by Business Function
- 8.3.3 Japan Retail Analytics Market by Organization Size
- 8.3.4 Japan Retail Analytics Market by Deployment Type
- 8.3.5 Japan Retail Analytics Market by Application
- 8.4 India Retail Analytics Market
 - 8.4.1 India Retail Analytics Market by Component Type
 - 8.4.1.1 India Retail Analytics Market by Services Type
 - 8.4.2 India Retail Analytics Market by Business Function
 - 8.4.3 India Retail Analytics Market by Organization Size
 - 8.4.4 India Retail Analytics Market by Deployment Type
 - 8.4.5 India Retail Analytics Market by Application
- 8.5 South Korea Retail Analytics Market
 - 8.5.1 South Korea Retail Analytics Market by Component Type
 - 8.5.1.1 South Korea Retail Analytics Market by Services Type
 - 8.5.2 South Korea Retail Analytics Market by Business Function
 - 8.5.3 South Korea Retail Analytics Market by Organization Size
 - 8.5.4 South Korea Retail Analytics Market by Deployment Type
 - 8.5.5 South Korea Retail Analytics Market by Application
- 8.6 Singapore Retail Analytics Market
 - 8.6.1 Singapore Retail Analytics Market by Component Type
 - 8.6.1.1 Singapore Retail Analytics Market by Services Type
 - 8.6.2 Singapore Retail Analytics Market by Business Function
 - 8.6.3 Singapore Retail Analytics Market by Organization Size
 - 8.6.4 Singapore Retail Analytics Market by Deployment Type
 - 8.6.5 Singapore Retail Analytics Market by Application
- 8.7 Malaysia Retail Analytics Market
 - 8.7.1 Malaysia Retail Analytics Market by Component Type
 - 8.7.1.1 Malaysia Retail Analytics Market by Services Type
 - 8.7.2 Malaysia Retail Analytics Market by Business Function
 - 8.7.3 Malaysia Retail Analytics Market by Organization Size
 - 8.7.4 Malaysia Retail Analytics Market by Deployment Type
 - 8.7.5 Malaysia Retail Analytics Market by Application
- 8.8 Rest of Asia Pacific Retail Analytics Market
 - 8.8.1 Rest of Asia Pacific Retail Analytics Market by Component Type
 - 8.8.1.1 Rest of Asia Pacific Retail Analytics Market by Services Type
 - 8.8.2 Rest of Asia Pacific Retail Analytics Market by Business Function
 - 8.8.3 Rest of Asia Pacific Retail Analytics Market by Organization Size

- 8.8.4 Rest of Asia Pacific Retail Analytics Market by Deployment Type
- 8.8.5 Rest of Asia Pacific Retail Analytics Market by Application

CHAPTER 9. COMPANY PROFILES

9.1 IBM Corporation

- 9.1.1 Company Overview
- 9.1.2 Financial Analysis
- 9.1.3 Segmental and Regional Analysis
- 9.1.4 Research & Development Expense
- 9.1.5 Strategies at a Glance
 - 9.1.5.1 Partnerships, Collaborations and Agreements

9.2 Oracle Corporation

- 9.2.1 Company Overview
- 9.2.2 Financial Analysis
- 9.2.3 Segmental and Regional Analysis
- 9.2.4 Research & Development Expense
- 9.2.5 Strategies at a Glance
 - 9.2.5.1 Product Launch

9.3 Microsoft Corporation

- 9.3.1 Company Overview
- 9.3.2 Financial Analysis
- 9.3.3 Segmental and Regional Analysis
- 9.3.4 Research & Development Expense

9.4 Fujitsu Limited

- 9.4.1 Company Overview
- 9.4.2 Financial Analysis
- 9.4.3 Segmental and Regional Analysis
- 9.4.4 Strategies at a Glance
 - 9.4.4.1 Partnerships, Collaborations and Agreements
 - 9.4.4.2 Product Launch

9.5 Microstrategy Incorporated

- 9.5.1 Company Overview
- 9.5.2 Financial Analysis
- 9.5.3 Regional Analysis
- 9.5.4 Research & Development Expense

9.6 SAP SE

- 9.6.1 Company Overview
- 9.6.2 Financial Analysis

- 9.6.3 Segmental and Regional Analysis
- 9.6.4 Research & Development Expense
- 9.6.5 Strategies at a Glance
 - 9.6.5.1 Product Launch
- 9.7 SAS Institute, Inc.
 - 9.7.1 Company Overview
 - 9.7.2 Financial Analysis
 - 9.7.3 Regional Analysis
- 9.8 Qlik Technologies Inc.
 - 9.8.1 Company Overview
 - 9.8.2 Financial Analysis
 - 9.8.3 Regional Analysis
 - 9.8.4 Research & Development Expense
- 9.9 Information Builders
 - 9.9.1 Company Overview
- 9.1 Angoss Software Corporation
 - 9.10.1 Company Overview

List Of Tables

LIST OF TABLES

Table 1 ASIA PACIFIC RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 2 ASIA PACIFIC RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 3 ASIA PACIFIC RETAIL ANALYTICS MARKET BY COMPONENT, 2013 - 2016, USD MILLION

Table 4 ASIA PACIFIC RETAIL ANALYTICS MARKET BY COMPONENT, 2017 - 2023, USD MILLION

Table 5 ASIA PACIFIC RETAIL ANALYTICS SOFTWARE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 6 ASIA PACIFIC RETAIL ANALYTICS SOFTWARE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 7 ASIA PACIFIC RETAIL ANALYTICS SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 8 ASIA PACIFIC RETAIL ANALYTICS SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 9 ASIA PACIFIC RETAIL ANALYTICS SERVICES MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 10 ASIA PACIFIC RETAIL ANALYTICS SERVICES MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 11 ASIA PACIFIC RETAIL ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 12 ASIA PACIFIC RETAIL ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 13 ASIA PACIFIC RETAIL ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 14 ASIA PACIFIC RETAIL ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 15 ASIA PACIFIC RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION

Table 16 ASIA PACIFIC RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, USD MILLION

Table 17 ASIA PACIFIC SUPPLY CHAIN RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 18 ASIA PACIFIC SUPPLY CHAIN RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 19 ASIA PACIFIC SALES RETAIL ANALYTICS MARKET BY COUNTRY, 2013 -

2016, USD MILLION

Table 20 ASIA PACIFIC SALES RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 21 ASIA PACIFIC MARKETING RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 22 ASIA PACIFIC MARKETING RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 23 ASIA PACIFIC FINANCE RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 24 ASIA PACIFIC FINANCE RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 25 ASIA PACIFIC STORE OPERATIONS RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 26 ASIA PACIFIC STORE OPERATIONS RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 27 ASIA PACIFIC RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 28 ASIA PACIFIC RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 29 ASIA PACIFIC SMALL & MEDIUM ENTERPRISES RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 30 ASIA PACIFIC SMALL & MEDIUM ENTERPRISES RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 31 ASIA PACIFIC LARGE ENTERPRISES RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 32 ASIA PACIFIC LARGE ENTERPRISES RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 33 ASIA PACIFIC RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 34 ASIA PACIFIC RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 35 ASIA PACIFIC ON DEMAND RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 36 ASIA PACIFIC ON DEMAND RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 37 ASIA PACIFIC ON PREMISE RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 38 ASIA PACIFIC ON PREMISE RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 39 ASIA PACIFIC RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 40 ASIA PACIFIC RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 41 ASIA PACIFIC RETAIL ANALYTICS IN INVENTORY ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 42 ASIA PACIFIC RETAIL ANALYTICS IN INVENTORY ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 43 ASIA PACIFIC RETAIL ANALYTICS IN MERCHANDISING ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 44 ASIA PACIFIC RETAIL ANALYTICS IN MERCHANDISING ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 45 ASIA PACIFIC RETAIL ANALYTICS IN PRICING ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 46 ASIA PACIFIC RETAIL ANALYTICS IN PRICING ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 47 ASIA PACIFIC RETAIL ANALYTICS IN PERFORMANCE ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 48 ASIA PACIFIC RETAIL ANALYTICS IN PERFORMANCE ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 49 ASIA PACIFIC RETAIL ANALYTICS IN CUSTOMER MANAGEMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 50 ASIA PACIFIC RETAIL ANALYTICS IN CUSTOMER MANAGEMENT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 51 ASIA PACIFIC RETAIL ANALYTICS IN YIELD ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 52 ASIA PACIFIC RETAIL ANALYTICS IN YIELD ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 53 ASIA PACIFIC RETAIL ANALYTICS IN OTHER APPLICATION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 54 ASIA PACIFIC RETAIL ANALYTICS IN OTHER APPLICATION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 55 ASIA PACIFIC RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 56 ASIA PACIFIC RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 57 CHINA RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 58 CHINA RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 59 CHINA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016,

USD MILLION

Table 60 CHINA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023,
USD MILLION

Table 61 CHINA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016,
USD MILLION

Table 62 CHINA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023,
USD MILLION

Table 63 CHINA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 -
2016, USD MILLION

Table 64 CHINA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 -
2023, USD MILLION

Table 65 CHINA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 -
2016, USD MILLION

Table 66 CHINA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 -
2023, USD MILLION

Table 67 CHINA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 -
2016, USD MILLION

Table 68 CHINA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 -
2023, USD MILLION

Table 69 CHINA RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD
MILLION

Table 70 CHINA RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD
MILLION

Table 71 JAPAN RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 72 JAPAN RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 73 JAPAN RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016,
USD MILLION

Table 74 JAPAN RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023,
USD MILLION

Table 75 JAPAN RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016,
USD MILLION

Table 76 JAPAN RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023,
USD MILLION

Table 77 JAPAN RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 -
2016, USD MILLION

Table 78 JAPAN RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 -
2023, USD MILLION

Table 79 JAPAN RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 -
2016, USD MILLION

Table 80 JAPAN RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 81 JAPAN RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 82 JAPAN RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 83 JAPAN RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 84 JAPAN RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 85 INDIA RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 86 INDIA RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 87 INDIA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION

Table 88 INDIA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 89 INDIA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 90 INDIA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 91 INDIA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION

Table 92 INDIA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, USD MILLION

Table 93 INDIA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 94 INDIA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 95 INDIA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 96 INDIA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 97 INDIA RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 98 INDIA RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 99 SOUTH KOREA RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 100 SOUTH KOREA RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 101 SOUTH KOREA RETAIL ANALYTICS MARKET BY COMPONENT TYPE,

2013 - 2016, USD MILLION

Table 102 SOUTH KOREA RETAIL ANALYTICS MARKET BY COMPONENT TYPE,
2017 - 2023, USD MILLION

Table 103 SOUTH KOREA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013
- 2016, USD MILLION

Table 104 SOUTH KOREA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017
- 2023, USD MILLION

Table 105 SOUTH KOREA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION,
2013 - 2016, USD MILLION

Table 106 SOUTH KOREA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION,
2017 - 2023, USD MILLION

Table 107 SOUTH KOREA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE,
2013 - 2016, USD MILLION

Table 108 SOUTH KOREA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE,
2017 - 2023, USD MILLION

Table 109 SOUTH KOREA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE,
2013 - 2016, USD MILLION

Table 110 SOUTH KOREA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE,
2017 - 2023, USD MILLION

Table 111 SOUTH KOREA RETAIL ANALYTICS MARKET BY APPLICATION, 2013 -
2016, USD MILLION

Table 112 SOUTH KOREA RETAIL ANALYTICS MARKET BY APPLICATION, 2017 -
2023, USD MILLION

Table 113 SINGAPORE RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 114 SINGAPORE RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 115 SINGAPORE RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013
- 2016, USD MILLION

Table 116 SINGAPORE RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017
- 2023, USD MILLION

Table 117 SINGAPORE RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 -
2016, USD MILLION

Table 118 SINGAPORE RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 -
2023, USD MILLION

Table 119 SINGAPORE RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION,
2013 - 2016, USD MILLION

Table 120 SINGAPORE RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION,
2017 - 2023, USD MILLION

Table 121 SINGAPORE RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE,
2013 - 2016, USD MILLION

Table 122 SINGAPORE RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 123 SINGAPORE RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 124 SINGAPORE RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 125 SINGAPORE RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 126 SINGAPORE RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 127 MALAYSIA RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 128 MALAYSIA RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 129 MALAYSIA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION

Table 130 MALAYSIA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 131 MALAYSIA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 132 MALAYSIA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 133 MALAYSIA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION

Table 134 MALAYSIA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, USD MILLION

Table 135 MALAYSIA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 136 MALAYSIA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 137 MALAYSIA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 138 MALAYSIA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 139 MALAYSIA RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 140 MALAYSIA RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 141 REST OF ASIA PACIFIC RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 142 REST OF ASIA PACIFIC RETAIL ANALYTICS MARKET, 2017 - 2023, USD

MILLION

Table 143 REST OF ASIA PACIFIC RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION

Table 144 REST OF ASIA PACIFIC RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 145 REST OF ASIA PACIFIC RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 146 REST OF ASIA PACIFIC RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 147 REST OF ASIA PACIFIC RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION

Table 148 REST OF ASIA PACIFIC RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, USD MILLION

Table 149 REST OF ASIA PACIFIC RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 150 REST OF ASIA PACIFIC RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 151 REST OF ASIA PACIFIC RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 152 REST OF ASIA PACIFIC RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 153 REST OF ASIA PACIFIC RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 154 REST OF ASIA PACIFIC RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 155 KEY INFORMATION – IBM CORPORATION

Table 156 KEY INFORMATION – ORACLE CORPORATION

Table 157 KEY INFORMATION – MICROSOFT CORPORATION

Table 158 KEY INFORMATION – FUJITSU LIMITED (FUJITSU)

Table 159 KEY INFORMATION – MICROSTRATEGY, INC.

Table 160 KEY INFORMATION – SAP SE

Table 161 KEY INFORMATION – SAS INSTITUTE, INC.

Table 162 KEY INFORMATION – QLIK TECHNOLOGIES INC.

Table 163 KEY INFORMATION – INFORMATION BUILDERS

Table 164 KEY INFORMATION – ANGOSS SOFTWARE CORPORATION

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