

Europe Big Data Analytics in Retail Market By Component (Software and Services), By Deployment Type (On-premise and Cloud), By Organization Size (Large Enterprises and Small & Medium Enterprises), By Application (Supply Chain Operations Management, Sales & Marketing Analytics, Customer Analytics, Merchandising Analytics, and Others), By Country, Industry Analysis and Forecast, 2020 - 2026

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Abstracts

The Europe Big Data Analytics in Retail Market would witness market growth of 22.5% CAGR during the forecast period (2020-2026).

In the retail sector, Big Data analytics is being utilized at each phase of the retail cycle to comprehend the behavior of the customer, predict demand, and optimize pricing. A large portion of the Big Data applications in retail is for system-wide cost decrease, enhancing online and in-store user experience, data-driven adaptive supply chains, and real-time analytics and targeting. Regarding application, big data analytics in the retail sector is being isolated as merchandising and supply chain analytics, social media analytics, user analytics, and operational insight, which is being utilized in small and medium-sized enterprises and large-scale companies.

One of the most widely recognized ways that big data is gathered in the retail business is through loyalty programs. Nowadays, it's also gathered through credit card transactions, IP addresses, user log-ins and that's only the tip of the iceberg. As more data is gathered, the retail industry can analyze the ebb and flow of shopping and spending by purchasers generally to anticipate future spending and make customized

recommendations. Amazon utilizes big data to suggest products for you dependent on your past searches and purchasing history.

Considering to what users need to state via online media is a significant task, particularly for the retail business. Platforms like Hadoop encourage the analysis of a tremendous amount of unorganized information. NLP or natural language processing is utilized to extricate data from social media sites. Machine learning is then used to make sense and give the retailer an advantage over the competitors.

Based on Component, the market is segmented into Software and Services. Based on Deployment Type, the market is segmented into On-premise and Cloud. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium Enterprises. Based on Application, the market is segmented into Supply Chain Operations Management, Sales & Marketing Analytics, Customer Analytics, Merchandising Analytics and Others. Based on countries, the market is segmented into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include IBM Corporation, Microsoft Corporation, Oracle Corporation, SAP SE, Salesforce.com, Inc., Adobe, Inc., Teradata Corporation, MicroStrategy, Inc., Alteryx, Inc., and Zoho Corporation Pvt. Ltd.

Scope of the Study

Market Segmentation:

By Component

Software

Services

By Deployment Type

On-premise

Cloud

By Organization Size

Large Enterprises

Small & Medium Enterprises

By Application

Supply Chain Operations Management

Sales & Marketing Analytics

Customer Analytics

Merchandising Analytics

Others

By Country

Germany

UK

France

Russia

Spain

Italy

Rest of Europe

Companies Profiled

IBM Corporation

Microsoft Corporation

Oracle Corporation

SAP SE

Salesforce.com, Inc.

Adobe, Inc.

Teradata Corporation

MicroStrategy, Inc.

Alteryx, Inc.

Zoho Corporation Pvt. Ltd.

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