

Europe Retail Analytics Market (2017 - 2023)

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Abstracts

The Europe Retail Analytics Market would witness market growth of 18.7% CAGR during the forecast period (2017 – 2023). Real-time analytics has been the fundamental reason that has driven the adoption of retail analytics software. The software system is deployed either on-premises or on-cloud. With the help of sensors and cameras, retail chains are working towards comprehending customer needs and their possible choices. Forecasting demand analysis, managing inventory, and formulating effective risk management processes are achieved with the adoption of analytics.

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 Europe 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 Europe 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 Europe Retail Analytics market segments the market into Germany, UK, France, Russia, Spain, Italy, and Rest of Europe.

The market research report covers the competition analysis of key stake holders of the Europe 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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