

Global Crowd Analytics Market (2016 - 2022)

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Abstracts

Crowd analytics is a solution used to gain insights on crowd mobility at mass gatherings such as in metro & airport terminals, retail malls, city stores, community centers, sports stadiums, and others. Crowd analytics solutions include solutions such as microscopic model, behavioral model, value engineering, conflict estimation, and complex network analysis. Crowd analytics enables optimization of business operations as it helps in seamless crowd tracking and customer behavioral analysis. Additionally, the cloud deployment model offers analytics solutions at the minimal cost possible.

Demand for optimal resource utilization and public management systems has significantly contributed to the crowd analytics market growth. Additionally, the growing urban population has driven the government agencies to implement high level crowd analytics solutions to track, manage, and monitor public operations in various places.

Based on the component type, the Crowd Analytics market is segmented into Software and Services. The Services market is segmented into Professional and Managed Services. The Applications highlighted in this report include Security & Safety, Crowd Management, Tracking & Monitoring and Other Application. Based on Deployment Type, the market is segmented into On-Demand and On-Premise. The verticals covered under the report include Consumer Goods & Retail, Transportation, Media & Entertainment, Public Safety, Travel & Tourism, Healthcare & Life Sciences, BFSI and Others.

Based on region, Crowd Analytics market is segmented into North America (US, Canada, Mexico and Rest of North America), Europe (Germany, UK, France, Russia, Spain, Italy and Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Singapore, Australia and Rest of Asia-Pacific) and Latin America, and Middle East & Africa. North America remained the dominant region in the global Crowd Analytics market in 2015. Asia-Pacific would witness promising CAGR during the forecast period

(2016-2022).

The report covers the analysis of key stake holders of the Crowd Analytics market. Key companies profiled in the report include Nokia Corporation, NEC Corporation, Walkbase, AGT International, Wavestore, Crowdanalytix, Inc., Sightcorp and Crowd Dynamics.

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