

# Global Location Analytics Market (2016 - 2022)

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## Abstracts

Location analytics is a system designed to interpret and analyze information in conjunction with a Geographic Information System (GIS), with a visual representation. The System can be implemented into both real-time geographical data and historic geographical data. Location Analytics solutions and the applications of the same have been in the limelight within the corporate environment due to the advent of Internet of Things (IoT) and rapid growth of massive amount of data through connected devices, and predictive & real-time intelligence on network devices.

The report highlights the adoption of Location Analytic. Based on Application, the Global Location Analytics market is bifurcated into Risk Management, Emergency Response Management, Customer Experience Management, Remote Monitoring, Supply Chain Planning & Optimization, Sales & Marketing Optimization, Predictive Assets Management, Inventory Management and Others. Based on Component type, the Global Location Analytics market is bifurcated into Software and Services. Based on Location type, the Global Location Analytics market is bifurcated into Indoor and Outdoor. Based on Organization Size, the Global Location Analytics market is bifurcated into Large and Small & Medium Enterprises. Based on Vertical, the Global Location Analytics market is bifurcated into BFSI, Retail, Manufacturing, Government & Defense, Telecom & IT, Healthcare, Transportation & Logistics, Media & Entertainment, Energy & Utilities and Others.

Based on region, Location 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, Malaysia and Rest of Asia-Pacific) and Latin America, and Middle East & Africa. North America remained the dominant region in the global Location Analytics market in 2015. LAMEA would witness highest CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Location Analytics market. Key companies profiled in the report include IBM Corporation, HP Enterprise Company, Microsoft Corporation, Cisco Systems, Inc., Google Inc., Oracle Corporation, SAP SE and SAS Institute Inc.

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