

Global Retail Analytics Market (2017 - 2023)

<https://marketpublishers.com/r/G16CB9F266CEN.html>

Date: August 2017

Pages: 332

Price: US\$ 3,600.00 (Single User License)

ID: G16CB9F266CEN

Abstracts

The Global Retail Analytics Market size is expected to reach \$10.4 billion by 2023, rising at a market growth of 19.6% CAGR during the forecast period. The need for retail analytics software has witnessed tremendous growth due to competitive retail business environment. To remain competitive within the highly competitive business environment, the adoption of “big data” and qualitative data is more than vital. Businesses today need to maximize the engagement with consumers, and improve their shopping experience, which has a direct impact on the business ecosystem. With the evolution of the retail analytics technology new and associated technologies such as machine learning and artificial intelligence would gain prominence, and would be instrumental in elevating customer’s shopping experience.

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 Global 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 Global 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 Regions, the Global Retail Analytics market segments the market into Small & Medium Enterprises and Large Enterprises.

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