

LAMEA 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 Latin America, Middle East and Africa Big Data Analytics in Retail Market would witness market growth of 27.3% CAGR during the forecast period (2020-2026).

Today, retailers endeavor to discover imaginative approaches to draw bits of knowledge from the ever-expanding amount of organized and unorganized data available about their purchaser's behavior. Big Data analytics is presently being applied at each step of the retail cycle - directly from predicting the famous items to recognizing the users who are probably going to be interested in these items and what to sell them next.

For brands and retailers, information is the game-changer. Retail data analytics can assist organizations to stay updated on the shopping patterns by applying user analytics to reveal, decipher, and act on important data experiences, incorporating online customer and in-store patterns. The retailers—both offline and online—are embracing the data-first procedure towards understanding the purchasing behavior of their users, mapping them to items, and planning proper advertising strategies to sell their items to enrol greater profits.

Moreover, big data analytics solutions are utilized in retail likewise assist in preparing viable and effective advertising strategies to improve income. The growth in need for analyzing historic information to make more precise business decisions, increment in demand for analyzing user purchasing trends and anticipating patterns is further boosting the development of this market.

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 Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA.

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

Brazil

Argentina

UAE

Saudi Arabia

South Africa

Nigeria

Rest of LAMEA

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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