

# Latin America, Middle East & Africa Retail Analytics Market (2017 - 2023)

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# Abstracts

The Latin America, Middle East and Africa Retail Analytics Market would witness market growth of 23.1% CAGR during the forecast period (2017 – 2023). Analytics has grown into a powerful tool in the hands of retailers, and the technology is being used in insight-driven decision making based on facts and as a result, manages strategic, operating and financial performance, to showcase value to shareholders. The search for ways to derive more customer intelligence and operational insights has been steadily growing and is one of the prominent factors in business expansion and strategic decision making. Retail analytics is the process which provides analytical insights on inventory levels, supply chain movement, consumer demand, sales, etc. Such insights are crucial in marketing, and procurement decisions. Retail analytics offers deeper level of customer insights with necessary insights into business and processes of the organization with scope and need for improvement.

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 Latin America, Middle East and Africa 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 Latin America, Middle East and Africa 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 Latin America, Middle East and Africa Retail Analytics market segments the market into Brazil, Argentina, UAE, Saudi Arabia, South Africa, Nigeria, and Rest of LAMEA



The market research report covers the competition analysis of key stake holders of the Latin America, Middle East and Africa 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.



# Contents

### CHAPTER 1. MARKET SCOPE & METHODOLOGY

1.1 Market Definition

1.2 Objectives

1.3 Market Scope

1.4 Segmentation

1.4.1 Latin America, Middle East and Africa Retail Analytics Market, by Components

1.4.2 Latin America, Middle East and Africa Retail Analytics Market, by Business Functions

1.4.3 Latin America, Middle East and Africa Retail Analytics Market, by Applications1.4.4 Latin America, Middle East and Africa Retail Analytics Market, by DeploymentTypes

1.4.5 Latin America, Middle East and Africa Retail Analytics Market, by Organization Size

1.4.6 Latin America, Middle East and Africa Retail Analytics Market, by Countries

1.5 Methodology for the research

#### CHAPTER 2. MARKET OVERVIEW

2.1 Introduction

2.2 Drivers, and Restraints

2.2.1 Market Drivers

2.2.2 Market Restraints

#### CHAPTER 3. LAMEA RETAIL ANALYTICS MARKET

3.1 LAMEA Retail Analytics Market by Component

- 3.1.1 LAMEA Retail Analytics Software Market by Country
- 3.1.2 LAMEA Retail Analytics Services Market by Country
- 3.1.3 LAMEA Retail Analytics Services Market by Type
  - 3.1.3.1 LAMEA Retail Analytics Professional Services Market by Country
  - 3.1.3.2 LAMEA Retail Analytics Managed Services Market by Country

# CHAPTER 4. LAMEA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION

4.1 Introduction

4.1.1 LAMEA Supply Chain Retail Analytics Market by Country



- 4.1.2 LAMEA Sales Retail Analytics Market by Country
- 4.1.3 LAMEA Marketing Retail Analytics Market by Country
- 4.1.4 LAMEA Finance Retail Analytics Market by Country
- 4.1.5 LAMEA Store Operations Retail Analytics Market by Country

## CHAPTER 5. LAMEA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE

- 5.1 Introduction
  - 5.1.1 LAMEA Small & Medium Enterprises Retail Analytics Market by Country
  - 5.1.2 LAMEA Large Enterprises Retail Analytics Market by Country

### CHAPTER 6. LAMEA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE

- 6.1 Introduction
  - 6.1.1 LAMEA On Demand Retail Analytics Market by Country
  - 6.1.2 LAMEA On Premise Retail Analytics Market by Country

# CHAPTER 7. LAMEA RETAIL ANALYTICS MARKET BY APPLICATION

#### 7.1 Introduction

- 7.1.1 LAMEA Retail Analytics in Inventory Analysis Market by Country
- 7.1.2 LAMEA Retail Analytics in Merchandising Analysis Market by Country
- 7.1.3 LAMEA Retail Analytics in Pricing Analysis Market by Country
- 7.1.4 LAMEA Retail Analytics in Performance Analysis Market by Country
- 7.1.5 LAMEA Retail Analytics in Customer Management Market by Country
- 7.1.6 LAMEA Retail Analytics in Yield Analysis Market by Country
- 7.1.7 LAMEA Retail Analytics in Other Application Market by Country

# CHAPTER 8. LAMEA RETAIL ANALYTICS MARKET BY COUNTRY

- 8.1 Introduction
- 8.2 Brazil Retail Analytics Market
  - 8.2.1 Brazil Retail Analytics Market by Component Type
  - 8.2.1.1 Brazil Retail Analytics Market by Services Type
  - 8.2.2 Brazil Retail Analytics Market by Business Function
  - 8.2.3 Brazil Retail Analytics Market by Organization Size
  - 8.2.4 Brazil Retail Analytics Market by Deployment Type
  - 8.2.5 Brazil Retail Analytics Market by Application
- 8.3 Argentina Retail Analytics Market



8.3.1 Argentina Retail Analytics Market by Component Type 8.3.1.1 Argentina Retail Analytics Market by Services Type 8.3.2 Argentina Retail Analytics Market by Business Function 8.3.3 Argentina Retail Analytics Market by Organization Size 8.3.4 Argentina Retail Analytics Market by Deployment Type 8.3.5 Argentina Retail Analytics Market by Application 8.4 UAE Retail Analytics Market 8.4.1 UAE Retail Analytics Market by Component Type 8.4.1.1 UAE Retail Analytics Market by Services Type 8.4.2 UAE Retail Analytics Market by Business Function 8.4.3 UAE Retail Analytics Market by Organization Size 8.4.4 UAE Retail Analytics Market by Deployment Type 8.4.5 UAE Retail Analytics Market by Application 8.5 Saudi Arabia Retail Analytics Market 8.5.1 Saudi Arabia Retail Analytics Market by Component Type 8.5.1.1 Saudi Arabia Retail Analytics Market by Services Type 8.5.2 Saudi Arabia Retail Analytics Market by Business Function 8.5.3 Saudi Arabia Retail Analytics Market by Organization Size 8.5.4 Saudi Arabia Retail Analytics Market by Deployment Type 8.5.5 Saudi Arabia Retail Analytics Market by Application 8.6 South Africa Retail Analytics Market 8.6.1 South Africa Retail Analytics Market by Component Type 8.6.1.1 South Africa Retail Analytics Market by Services Type 8.6.2 South Africa Retail Analytics Market by Business Function 8.6.3 South Africa Retail Analytics Market by Organization Size 8.6.4 South Africa Retail Analytics Market by Deployment Type 8.6.5 South Africa Retail Analytics Market by Application 8.7 Nigeria Retail Analytics Market 8.7.1 Nigeria Retail Analytics Market by Component Type 8.7.1.1 Nigeria Retail Analytics Market by Services Type 8.7.2 Nigeria Retail Analytics Market by Business Function 8.7.3 Nigeria Retail Analytics Market by Organization Size 8.7.4 Nigeria Retail Analytics Market by Deployment Type 8.7.5 Nigeria Retail Analytics Market by Application 8.8 Rest of LAMEA Retail Analytics Market 8.8.1 Rest of LAMEA Retail Analytics Market by Component Type 8.8.1.1 Rest of LAMEA Retail Analytics Market by Services Type

8.8.2 Rest of LAMEA Retail Analytics Market by Business Function 8.8.3 Rest of LAMEA Retail Analytics Market by Organization Size



8.8.4 Rest of LAMEA Retail Analytics Market by Deployment Type 8.8.5 Rest of LAMEA Retail Analytics Market by Application

### **CHAPTER 9. COMPANY PROFILES**

- 9.1 IBM Corporation
  - 9.1.1 Company Overview
  - 9.1.2 Financial Analysis
  - 9.1.3 Segmental and Regional Analysis
  - 9.1.4 Research & Development Expense
  - 9.1.5 Strategies at a Glance
    - 9.1.5.1 Partnerships, Collaborations and Agreements
- 9.2 Oracle Corporation
  - 9.2.1 Company Overview
  - 9.2.2 Financial Analysis
  - 9.2.3 Segmental and Regional Analysis
  - 9.2.4 Research & Development Expense
  - 9.2.5 Strategies at a Glance
  - 9.2.5.1 Product Launch
- 9.3 Microsoft Corporation
  - 9.3.1 Company Overview
  - 9.3.2 Financial Analysis
  - 9.3.3 Segmental and Regional Analysis
  - 9.3.4 Research & Development Expense
- 9.4 Fujitsu Limited
  - 9.4.1 Company Overview
  - 9.4.2 Financial Analysis
  - 9.4.3 Segmental and Regional Analysis
  - 9.4.4 Strategies at a Glance
  - 9.4.4.1 Partnerships, Collaborations and Agreements
  - 9.4.4.2 Product Launch
- 9.5 Microstrategy Incorporated
  - 9.5.1 Company Overview
  - 9.5.2 Financial Analysis
  - 9.5.3 Regional Analysis
  - 9.5.4 Research & Development Expense
- 9.6 SAP SE
  - 9.6.1 Company Overview
  - 9.6.2 Financial Analysis



- 9.6.3 Segmental and Regional Analysis
- 9.6.4 Research & Development Expense
- 9.6.5 Strategies at a Glance
- 9.6.5.1 Product Launch
- 9.7 SAS Institute, Inc.
  - 9.7.1 Company Overview
  - 9.7.2 Financial Analysis
  - 9.7.3 Regional Analysis
- 9.8 Qlik Technologies Inc.
- 9.8.1 Company Overview
- 9.8.2 Financial Analysis
- 9.8.3 Regional Analysis
- 9.8.4 Research & Development Expense
- 9.9 Information Builders
- 9.9.1 Company Overview
- 9.1 Angoss Software Corporation
- 9.10.1 Company Overview



# **List Of Tables**

### LIST OF TABLES

Table 1 LAMEA RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION Table 2 LAMEA RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION Table 3 LAMEA RETAIL ANALYTICS MARKET BY COMPONENT, 2013 - 2016, USD MILLION Table 4 LAMEA RETAIL ANALYTICS MARKET BY COMPONENT, 2017 - 2023, USD MILLION Table 5 LAMEA RETAIL ANALYTICS SOFTWARE MARKET BY COUNTRY, 2013 -2016, USD MILLION Table 6 LAMEA RETAIL ANALYTICS SOFTWARE MARKET BY COUNTRY, 2017 -2023, USD MILLION Table 7 LAMEA RETAIL ANALYTICS SERVICES MARKET BY COUNTRY, 2013 -2016, USD MILLION Table 8 LAMEA RETAIL ANALYTICS SERVICES MARKET BY COUNTRY, 2017 -2023, USD MILLION Table 9 LAMEA RETAIL ANALYTICS SERVICES MARKET BY TYPE, 2013 - 2016, USD MILLION Table 10 LAMEA RETAIL ANALYTICS SERVICES MARKET BY TYPE, 2017 - 2023, **USD MILLION** Table 11 LAMEA RETAIL ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION Table 12 LAMEA RETAIL ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION Table 13 LAMEA RETAIL ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION Table 14 LAMEA RETAIL ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION Table 15 LAMEA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 -2016, USD MILLION Table 16 LAMEA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 -2023, USD MILLION Table 17 LAMEA SUPPLY CHAIN RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION Table 18 LAMEA SUPPLY CHAIN RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 19 LAMEA SALES RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016,



**USD MILLION** 

Table 20 LAMEA SALES RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 21 LAMEA MARKETING RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 22 LAMEA MARKETING RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 23 LAMEA FINANCE RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 24 LAMEA FINANCE RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 25 LAMEA STORE OPERATIONS RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 26 LAMEA STORE OPERATIONS RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 27 LAMEA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 28 LAMEA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 29 LAMEA SMALL & MEDIUM ENTERPRISES RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 30 LAMEA SMALL & MEDIUM ENTERPRISES RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 31 LAMEA LARGE ENTERPRISES RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 32 LAMEA LARGE ENTERPRISES RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 33 LAMEA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 34 LAMEA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 35 LAMEA ON DEMAND RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 36 LAMEA ON DEMAND RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 37 LAMEA ON PREMISE RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 38 LAMEA ON PREMISE RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION



Table 39 LAMEA RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION Table 40 LAMEA RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION Table 41 LAMEA RETAIL ANALYTICS IN INVENTORY ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION Table 42 LAMEA RETAIL ANALYTICS IN INVENTORY ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION Table 43 LAMEA RETAIL ANALYTICS IN MERCHANDISING ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION Table 44 LAMEA RETAIL ANALYTICS IN MERCHANDISING ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION Table 45 LAMEA RETAIL ANALYTICS IN PRICING ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION Table 46 LAMEA RETAIL ANALYTICS IN PRICING ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION Table 47 LAMEA RETAIL ANALYTICS IN PERFORMANCE ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION Table 48 LAMEA RETAIL ANALYTICS IN PERFORMANCE ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION Table 49 LAMEA RETAIL ANALYTICS IN CUSTOMER MANAGEMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION Table 50 LAMEA RETAIL ANALYTICS IN CUSTOMER MANAGEMENT MARKET BY COUNTRY, 2017 - 2023, USD MILLION Table 51 LAMEA RETAIL ANALYTICS IN YIELD ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION Table 52 LAMEA RETAIL ANALYTICS IN YIELD ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION Table 53 LAMEA RETAIL ANALYTICS IN OTHER APPLICATION MARKET BY COUNTRY, 2013 - 2016, USD MILLION Table 54 LAMEA RETAIL ANALYTICS IN OTHER APPLICATION MARKET BY COUNTRY, 2017 - 2023, USD MILLION Table 55 LAMEA RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION Table 56 LAMEA RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION Table 57 BRAZIL RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION Table 58 BRAZIL RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION Table 59 BRAZIL RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 -



2016, USD MILLION

Table 60 BRAZIL RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 61 BRAZIL RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 62 BRAZIL RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 63 BRAZIL RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION

Table 64 BRAZIL RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, USD MILLION

Table 65 BRAZIL RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 66 BRAZIL RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 67 BRAZIL RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 68 BRAZIL RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 69 BRAZIL RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 70 BRAZIL RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 71 ARGENTINA RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION Table 72 ARGENTINA RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION Table 73 ARGENTINA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 -

2016, USD MILLION

Table 74 ARGENTINA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 75 ARGENTINA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 76 ARGENTINA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 77 ARGENTINA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION

Table 78 ARGENTINA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION,2017 - 2023, USD MILLION

Table 79 ARGENTINA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION



Table 80 ARGENTINA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION Table 81 ARGENTINA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION Table 82 ARGENTINA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION Table 83 ARGENTINA RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, **USD MILLION** Table 84 ARGENTINA RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION Table 85 UAE RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION Table 86 UAE RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION Table 87 UAE RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, **USD MILLION** Table 88 UAE RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, **USD MILLION** Table 89 UAE RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION Table 90 UAE RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION Table 91 UAE RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, **USD MILLION** Table 92 UAE RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, **USD MILLION** Table 93 UAE RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, **USD MILLION** Table 94 UAE RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, **USD MILLION** Table 95 UAE RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION Table 96 UAE RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, **USD MILLION** Table 97 UAE RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION Table 98 UAE RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION Table 99 SAUDI ARABIA RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION Table 100 SAUDI ARABIA RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION Table 101 SAUDI ARABIA RETAIL ANALYTICS MARKET BY COMPONENT TYPE,



2013 - 2016, USD MILLION

Table 102 SAUDI ARABIA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 103 SAUDI ARABIA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 104 SAUDI ARABIA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 105 SAUDI ARABIA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION

Table 106 SAUDI ARABIA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, USD MILLION

Table 107 SAUDI ARABIA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 108 SAUDI ARABIA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE,2017 - 2023, USD MILLION

Table 109 SAUDI ARABIA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 110 SAUDI ARABIA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 111 SAUDI ARABIA RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 112 SAUDI ARABIA RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 113 SOUTH AFRICA RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 114 SOUTH AFRICA RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 115 SOUTH AFRICA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION

Table 116 SOUTH AFRICA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 117 SOUTH AFRICA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 118 SOUTH AFRICA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 119 SOUTH AFRICA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION

Table 120 SOUTH AFRICA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, USD MILLION



Table 121 SOUTH AFRICA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION Table 122 SOUTH AFRICA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE,

2017 - 2023, USD MILLION

Table 123 SOUTH AFRICA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 124 SOUTH AFRICA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 125 SOUTH AFRICA RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 126 SOUTH AFRICA RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 127 NIGERIA RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION Table 128 NIGERIA RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION Table 129 NIGERIA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 -2016, USD MILLION

Table 130 NIGERIA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 131 NIGERIA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 132 NIGERIA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 133 NIGERIA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION

Table 134 NIGERIA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, USD MILLION

Table 135 NIGERIA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 136 NIGERIA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 137 NIGERIA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 138 NIGERIA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 139 NIGERIA RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 140 NIGERIA RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 141 REST OF LAMEA RETAIL ANALYTICS MARKET, 2013 - 2016, USD



MILLION

Table 142 REST OF LAMEA RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION Table 143 REST OF LAMEA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION Table 144 REST OF LAMEA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION Table 145 REST OF LAMEA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION Table 146 REST OF LAMEA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION Table 147 REST OF LAMEA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION Table 148 REST OF LAMEA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, USD MILLION Table 149 REST OF LAMEA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION Table 150 REST OF LAMEA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION Table 151 REST OF LAMEA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION Table 152 REST OF LAMEA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION Table 153 REST OF LAMEA RETAIL ANALYTICS MARKET BY APPLICATION, 2013 -2016, USD MILLION Table 154 REST OF LAMEA RETAIL ANALYTICS MARKET BY APPLICATION, 2017 -2023, USD MILLION Table 155 KEY INFORMATION – IBM CORPORATION Table 156 KEY INFORMATION – ORACLE CORPORATION Table 157 KEY INFORMATION – MICROSOFT CORPORATION Table 158 KEY INFORMATION – FUJITSU LIMITED (FUJITSU) Table 159 KEY INFORMATION – MICROSTRATEGY, INC. Table 160 KEY INFORMATION – SAP SE Table 161 KEY INFORMATION – SAS INSTITUTE, INC. Table 162 KEY INFORMATION – QLIK TECHNOLOGIES INC. Table 163 KEY INFORMATION – INFORMATION BUILDERS Table 164 KEY INFORMATION – ANGOSS SOFTWARE CORPORATION



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