

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

<https://marketpublishers.com/r/L1202403064EN.html>

Date: August 2017

Pages: 115

Price: US\$ 1,500.00 (Single User License)

ID: L1202403064EN

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.

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