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North America Crowd Analytics Market (2016 - 2022)

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Abstracts

Crowd analytics solutions include solutions such as microscopic model, behavioral model, value engineering, conflict estimation, and complex network analysis. Crowd analytics enables optimization of business operations as it helps in seamless crowd tracking and customer behavioral analysis. Additionally, the cloud deployment model offers analytics solutions at the minimal cost possible.

Growing demand for better crowd distribution in smart cities, growing number of people opting to travel by airlines and trains, and growing concerns of security and surveillance in various regions have driven the market growth over the years. Nevertheless, the lack of IT infrastructure in the underdeveloped regions would hinder the crowd analytics market growth.

Based on the component type, the Crowd Analytics market is segmented into Software and Services. The Services market is segmented into Professional and Managed Services. The Applications highlighted in this report include Security & Safety, Crowd Management, Tracking & Monitoring and Other Application. Based on Deployment Type, the market is segmented into On-Demand and On-Premise. The verticals covered under the report include Consumer Goods & Retail, Transportation, Media & Entertainment, Public Safety, Travel & Tourism, Healthcare & Life Sciences, BFSI and Others.

Based on country, Crowd Analytics market is segmented into US, Canada, Mexico and Rest of North America. US remained the dominant country in the North America Crowd Analytics market in 2015. Canada would witness promising CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Crowd Analytics market. Key companies profiled in the report include Nokia Corporation, NEC Corporation,

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Walkbase, AGT International, Wavestore, Crowdanalytix, Inc., Sightcorp and Crowd Dynamics.

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