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North America In-store Analytics Market (2018 - 2024)

https://marketpublishers.com/r/N1EB045EB5FEN.html
Date: May 2019
Pages: 104
Price: US$ 1,500.00 (Single User License)
ID: N1EB045EB5FEN

Abstracts

The North America In-store Analytics Market would witness market growth of 20.1% CAGR during the forecast period (2018 – 2024).

In-store analytics is basically the method of analyzing and drawing significant ideas from the behavioral data of customers. The analysis relies on multiple client behaviors that can be assessed when the client visits the store. Therefore, in-store analytics focuses on optimizing shop performance and is commonly used by shop managers to improve both client experience and boost revenues. The adoption of in-store analytics solutions is predicted to be the highest in North America compared to other regions. This is mainly due to the existence of numerous advanced markets, such as Canada and the US, and the growing concentrate on R&D and technology developments. The US retail industry is one of the biggest industries due to the existence of retail giants.

Based on Component, the market is segmented into Software and Services. Services is further segmented into Deployment, Support & Maintenance, Training & Consulting, and Managed Services. Based on Organization Size, the market is segmented into Large Enterprises and Small & Medium-Sized Enterprises. Based on deployment mode, the market is segmented into On-Premise and Cloud. Based on Application, the market is segmented into Customer Management, Marketing Management, Store Operations Management, Risk & Compliance Management, Merchandising Analysis, and Others. Based on countries, the market is segmented into U.S., Mexico, Canada, and Rest of North America.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Mindtree Limited, Inpixon, TDK Corporation, Happiest Minds Technologies, RetailNext Inc., SAP SE, Celect Inc., IBM Corporation, Retail solutions Inc., and Amoobi S.A.

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Scope of the Study

Market Segmentation:

By Component

- Software
- Services
  - Deployment, Support & Maintenance
  - Training & Consulting
  - Managed Services

By Organization Size

- Large Enterprises
- Small & Medium-Sized Enterprises

By Deployment Mode

- On Premise
- Cloud

By Application

- Customer Management
- Marketing Management
- Store Operations Management

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Risk & Compliance Management

Merchandising Analysis

Others

By Country

US

Canada

Mexico

Rest of North America

Companies Profiled

Mindtree Limited

Inpixon

TDK Corporation

Happiest Minds Technologies

RetailNext Inc.

SAP SE

Celect Inc.

IBM Corporation

Retail solutions Inc.

Amoobi S.A.

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