

North America Location Analytics Market (2016 - 2022)

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Abstracts

Location analytics is a system designed to interpret and analyze information in conjunction with a Geographic Information System (GIS), with a visual representation. The System can be implemented into both real-time geographical data and historic geographical data. The location analytics market consists of various types of tools such as geocoding & reverse geocoding, data integration & ETL, reporting & visualization, and thematic mapping & spatial analysis. The location analytics tools can be successfully integrated into real-time analytics tools as well as real-time guidance tools. The integration empowers end users to take the appropriate and timely actions in real-time operations. The location analytics market also consists of various services such as consulting services, system integration services, and support & maintenance services. Real-time location analytics can be effectively implemented in verticals such as government & defense, retail & consumer goods, energy & utilities, manufacturing, and healthcare.

The report highlights the adoption of Location Analytic. Based on Application, the North America Location Analytics market is bifurcated into Risk Management, Emergency Response Management, Customer Experience Management, Remote Monitoring, Supply Chain Planning & Optimization, Sales & Marketing Optimization, Predictive Assets Management, Inventory Management and Others. Based on Component type, the North America Location Analytics market is bifurcated into Software and Services. Based on Location type, the North America Location Analytics market is bifurcated into Indoor and Outdoor. Based on Organization Size, the North America Location Analytics market is bifurcated into Large and Small & Medium Enterprises. Based on Vertical, the North America Location Analytics market is bifurcated into BFSI, Retail, Manufacturing, Government & Defense, Telecom & IT, Healthcare, Transportation & Logistics, Media & Entertainment, Energy & Utilities and Others.

Based on Country, North America Location Analytics market is segmented into US,

Canada, Mexico, and Rest of North America. US remained the dominant Country in the North America Location Analytics market in 2015. Canada would witness highest CAGR during the forecast period (2016-2022).

The report covers the analysis of key stake holders of the Location Analytics market. Key companies profiled in the report include IBM Corporation, HP Enterprise Company, Microsoft Corporation, Cisco Systems, Inc., Google Inc., Oracle Corporation, SAP SE and SAS Institute Inc.

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