

North America Retail Analytics Market (2017 - 2023)

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Abstracts

The North America Retail Analytics Market would witness market growth of 18.1% CAGR during the forecast period (2017 – 2023). . The North American region is the leading region and the technology is widely adopted in various retail setups. Major success stories of retail giants such as Walmart and The Kroger Company in managing their inventory, and logistics capabilities would help other retailers to follow similar patterns to remain competitive in the market. Similarly, rapid growth of the eCommerce sector would have a notable impact on the adoption of retail analytics software. eCommerce platform would be a perfect platform for exploiting the power of analytics to forecasts the demands of products and inventory analysis. It would be possible to comprehend sentimental analysis on numerous social media platforms such as Twitter and Facebook with the adoption of retail analytics technology.

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 North America 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 North America 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 North America Retail Analytics market segments the market into US, Mexico, Canada, and Rest of North America.

The market research report covers the competition analysis of key stake holders of the North America 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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