

North America Retail Analytics Market (2017 - 2023)

<https://marketpublishers.com/r/N087D6E6F2BEN.html>

Date: August 2017

Pages: 94

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

ID: N087D6E6F2BEN

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.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 North America Retail Analytics Market, by Components
 - 1.4.2 North America Retail Analytics Market, by Business Functions
 - 1.4.3 North America Retail Analytics Market, by Applications
 - 1.4.4 North America Retail Analytics Market, by Deployment Types
 - 1.4.5 North America Retail Analytics Market, by Organization Size
 - 1.4.6 North America Retail Analytics Market, by Countries
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
- 2.2 Drivers, and Restraints
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. NORTH AMERICA RETAIL ANALYTICS MARKET

- 3.1 North America Retail Analytics Market by Component
 - 3.1.1 North America Retail Analytics Software Market by Country
 - 3.1.2 North America Retail Analytics Services Market by Country
 - 3.1.3 North America Retail Analytics Services Market by Type
 - 3.1.3.1 North America Retail Analytics Professional Services Market by Country
 - 3.1.3.2 North America Retail Analytics Managed Services Market by Country

CHAPTER 4. NORTH AMERICA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION

- 4.1 Introduction
 - 4.1.1 North America Supply Chain Retail Analytics Market by Country
 - 4.1.2 North America Sales Retail Analytics Market by Country
 - 4.1.3 North America Marketing Retail Analytics Market by Country

4.1.4 North America Finance Retail Analytics Market by Country

4.1.5 North America Store Operations Retail Analytics Market by Country

CHAPTER 5. NORTH AMERICA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE

5.1 Introduction

5.1.1 North America Small & Medium Enterprises Retail Analytics Market by Country

5.1.2 North America Large Enterprises Retail Analytics Market by Country

CHAPTER 6. NORTH AMERICA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE

6.1 Introduction

6.1.1 North America On Demand Retail Analytics Market by Country

6.1.2 North America On Premise Retail Analytics Market by Country

CHAPTER 7. NORTH AMERICA RETAIL ANALYTICS MARKET BY APPLICATION

7.1 Introduction

7.1.1 North America Retail Analytics in Inventory Analysis Market by Country

7.1.2 North America Retail Analytics in Merchandising Analysis Market by Country

7.1.3 North America Retail Analytics in Pricing Analysis Market by Country

7.1.4 North America Retail Analytics in Performance Analysis Market by Country

7.1.5 North America Retail Analytics in Customer Management Market by Country

7.1.6 North America Retail Analytics in Yield Analysis Market by Country

7.1.7 North America Retail Analytics in Other Application Market by Country

CHAPTER 8. NORTH AMERICA RETAIL ANALYTICS MARKET BY COUNTRY

8.1 Introduction

8.2 US Retail Analytics Market

8.2.1 US Retail Analytics Market by Component Type

8.2.1.1 US Retail Analytics Market by Services Type

8.2.2 US Retail Analytics Market by Business Function

8.2.3 US Retail Analytics Market by Organization Size

8.2.4 US Retail Analytics Market by Deployment Type

8.2.5 US Retail Analytics Market by Application

8.3 Canada Retail Analytics Market

- 8.3.1 Canada Retail Analytics Market by Component Type
 - 8.3.1.1 Canada Retail Analytics Market by Services Type
- 8.3.2 Canada Retail Analytics Market by Business Function
- 8.3.3 Canada Retail Analytics Market by Organization Size
- 8.3.4 Canada Retail Analytics Market by Deployment Type
- 8.3.5 Canada Retail Analytics Market by Application
- 8.4 Mexico Retail Analytics Market
 - 8.4.1 Mexico Retail Analytics Market by Component Type
 - 8.4.1.1 Mexico Retail Analytics Market by Services Type
 - 8.4.2 Mexico Retail Analytics Market by Business Function
 - 8.4.3 Mexico Retail Analytics Market by Organization Size
 - 8.4.4 Mexico Retail Analytics Market by Deployment Type
 - 8.4.5 Mexico Retail Analytics Market by Application
- 8.5 Rest of North America Retail Analytics Market
 - 8.5.1 Rest of North America Retail Analytics Market by Component Type
 - 8.5.1.1 Rest of North America Retail Analytics Market by Services Type
 - 8.5.2 Rest of North America Retail Analytics Market by Business Function
 - 8.5.3 Rest of North America Retail Analytics Market by Organization Size
 - 8.5.4 Rest of North America Retail Analytics Market by Deployment Type
 - 8.5.5 Rest of North America Retail Analytics Market by Application

CHAPTER 9. COMPANY PROFILES

- 9.1 IBM Corporation
 - 9.1.1 Company Overview
 - 9.1.2 Financial Analysis
 - 9.1.3 Segmental and Regional Analysis
 - 9.1.4 Research & Development Expense
 - 9.1.5 Strategies at a Glance
 - 9.1.5.1 Partnerships, Collaborations and Agreements
- 9.2 Oracle Corporation
 - 9.2.1 Company Overview
 - 9.2.2 Financial Analysis
 - 9.2.3 Segmental and Regional Analysis
 - 9.2.4 Research & Development Expense
 - 9.2.5 Strategies at a Glance
 - 9.2.5.1 Product Launch
- 9.3 Microsoft Corporation
 - 9.3.1 Company Overview

- 9.3.2 Financial Analysis
- 9.3.3 Segmental and Regional Analysis
- 9.3.4 Research & Development Expense
- 9.4 Fujitsu Limited
 - 9.4.1 Company Overview
 - 9.4.2 Financial Analysis
 - 9.4.3 Segmental and Regional Analysis
 - 9.4.4 Strategies at a Glance
 - 9.4.4.1 Partnerships, Collaborations and Agreements
 - 9.4.4.2 Product Launch
- 9.5 Microstrategy Incorporated
 - 9.5.1 Company Overview
 - 9.5.2 Financial Analysis
 - 9.5.3 Regional Analysis
 - 9.5.4 Research & Development Expense
- 9.6 SAP SE
 - 9.6.1 Company Overview
 - 9.6.2 Financial Analysis
 - 9.6.3 Segmental and Regional Analysis
 - 9.6.4 Research & Development Expense
 - 9.6.5 Strategies at a Glance
 - 9.6.5.1 Product Launch
- 9.7 SAS Institute, Inc.
 - 9.7.1 Company Overview
 - 9.7.2 Financial Analysis
 - 9.7.3 Regional Analysis
- 9.8 Qlik Technologies Inc.
 - 9.8.1 Company Overview
 - 9.8.2 Financial Analysis
 - 9.8.3 Regional Analysis
 - 9.8.4 Research & Development Expense
- 9.9 Information Builders
 - 9.9.1 Company Overview
- 9.1 Angoss Software Corporation
 - 9.10.1 Company Overview

List Of Tables

LIST OF TABLES

Table 1 NORTH AMERICA RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 2 NORTH AMERICA RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 3 NORTH AMERICA RETAIL ANALYTICS MARKET BY COMPONENT, 2013 - 2016, USD MILLION

Table 4 NORTH AMERICA RETAIL ANALYTICS MARKET BY COMPONENT, 2017 - 2023, USD MILLION

Table 5 NORTH AMERICA RETAIL ANALYTICS SOFTWARE MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 6 NORTH AMERICA RETAIL ANALYTICS SOFTWARE MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 7 NORTH AMERICA RETAIL ANALYTICS SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 8 NORTH AMERICA RETAIL ANALYTICS SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 9 NORTH AMERICA RETAIL ANALYTICS SERVICES MARKET BY TYPE, 2013 - 2016, USD MILLION

Table 10 NORTH AMERICA RETAIL ANALYTICS SERVICES MARKET BY TYPE, 2017 - 2023, USD MILLION

Table 11 NORTH AMERICA RETAIL ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 12 NORTH AMERICA RETAIL ANALYTICS PROFESSIONAL SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 13 NORTH AMERICA RETAIL ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 14 NORTH AMERICA RETAIL ANALYTICS MANAGED SERVICES MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 15 NORTH AMERICA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION

Table 16 NORTH AMERICA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, USD MILLION

Table 17 NORTH AMERICA SUPPLY CHAIN RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 18 NORTH AMERICA SUPPLY CHAIN RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 19 NORTH AMERICA SALES RETAIL ANALYTICS MARKET BY COUNTRY,

2013 - 2016, USD MILLION

Table 20 NORTH AMERICA SALES RETAIL ANALYTICS MARKET BY COUNTRY,
2017 - 2023, USD MILLION

Table 21 NORTH AMERICA MARKETING RETAIL ANALYTICS MARKET BY
COUNTRY, 2013 - 2016, USD MILLION

Table 22 NORTH AMERICA MARKETING RETAIL ANALYTICS MARKET BY
COUNTRY, 2017 - 2023, USD MILLION

Table 23 NORTH AMERICA FINANCE RETAIL ANALYTICS MARKET BY COUNTRY,
2013 - 2016, USD MILLION

Table 24 NORTH AMERICA FINANCE RETAIL ANALYTICS MARKET BY COUNTRY,
2017 - 2023, USD MILLION

Table 25 NORTH AMERICA STORE OPERATIONS RETAIL ANALYTICS MARKET BY
COUNTRY, 2013 - 2016, USD MILLION

Table 26 NORTH AMERICA STORE OPERATIONS RETAIL ANALYTICS MARKET BY
COUNTRY, 2017 - 2023, USD MILLION

Table 27 NORTH AMERICA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE,
2013 - 2016, USD MILLION

Table 28 NORTH AMERICA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE,
2017 - 2023, USD MILLION

Table 29 NORTH AMERICA SMALL & MEDIUM ENTERPRISES RETAIL ANALYTICS
MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 30 NORTH AMERICA SMALL & MEDIUM ENTERPRISES RETAIL ANALYTICS
MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 31 NORTH AMERICA LARGE ENTERPRISES RETAIL ANALYTICS MARKET
BY COUNTRY, 2013 - 2016, USD MILLION

Table 32 NORTH AMERICA LARGE ENTERPRISES RETAIL ANALYTICS MARKET
BY COUNTRY, 2017 - 2023, USD MILLION

Table 33 NORTH AMERICA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE,
2013 - 2016, USD MILLION

Table 34 NORTH AMERICA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE,
2017 - 2023, USD MILLION

Table 35 NORTH AMERICA ON DEMAND RETAIL ANALYTICS MARKET BY
COUNTRY, 2013 - 2016, USD MILLION

Table 36 NORTH AMERICA ON DEMAND RETAIL ANALYTICS MARKET BY
COUNTRY, 2017 - 2023, USD MILLION

Table 37 NORTH AMERICA ON PREMISE RETAIL ANALYTICS MARKET BY
COUNTRY, 2013 - 2016, USD MILLION

Table 38 NORTH AMERICA ON PREMISE RETAIL ANALYTICS MARKET BY
COUNTRY, 2017 - 2023, USD MILLION

Table 39 NORTH AMERICA RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 40 NORTH AMERICA RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 41 NORTH AMERICA RETAIL ANALYTICS IN INVENTORY ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 42 NORTH AMERICA RETAIL ANALYTICS IN INVENTORY ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 43 NORTH AMERICA RETAIL ANALYTICS IN MERCHANDISING ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 44 NORTH AMERICA RETAIL ANALYTICS IN MERCHANDISING ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 45 NORTH AMERICA RETAIL ANALYTICS IN PRICING ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 46 NORTH AMERICA RETAIL ANALYTICS IN PRICING ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 47 NORTH AMERICA RETAIL ANALYTICS IN PERFORMANCE ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 48 NORTH AMERICA RETAIL ANALYTICS IN PERFORMANCE ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 49 NORTH AMERICA RETAIL ANALYTICS IN CUSTOMER MANAGEMENT MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 50 NORTH AMERICA RETAIL ANALYTICS IN CUSTOMER MANAGEMENT MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 51 NORTH AMERICA RETAIL ANALYTICS IN YIELD ANALYSIS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 52 NORTH AMERICA RETAIL ANALYTICS IN YIELD ANALYSIS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 53 NORTH AMERICA RETAIL ANALYTICS IN OTHER APPLICATION MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 54 NORTH AMERICA RETAIL ANALYTICS IN OTHER APPLICATION MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 55 NORTH AMERICA RETAIL ANALYTICS MARKET BY COUNTRY, 2013 - 2016, USD MILLION

Table 56 NORTH AMERICA RETAIL ANALYTICS MARKET BY COUNTRY, 2017 - 2023, USD MILLION

Table 57 US RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 58 US RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 59 US RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016,

USD MILLION

Table 60 US RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 61 US RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 62 US RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 63 US RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION

Table 64 US RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, USD MILLION

Table 65 US RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 66 US RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 67 US RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 68 US RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 69 US RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 70 US RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 71 CANADA RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 72 CANADA RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 73 CANADA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION

Table 74 CANADA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 75 CANADA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 76 CANADA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 77 CANADA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION

Table 78 CANADA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, USD MILLION

Table 79 CANADA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 80 CANADA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 81 CANADA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 82 CANADA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 83 CANADA RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 84 CANADA RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 85 MEXICO RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 86 MEXICO RETAIL ANALYTICS MARKET, 2017 - 2023, USD MILLION

Table 87 MEXICO RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION

Table 88 MEXICO RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 89 MEXICO RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 90 MEXICO RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 91 MEXICO RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION

Table 92 MEXICO RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, USD MILLION

Table 93 MEXICO RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 94 MEXICO RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 95 MEXICO RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 96 MEXICO RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 97 MEXICO RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 98 MEXICO RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 99 REST OF NORTH AMERICA RETAIL ANALYTICS MARKET, 2013 - 2016, USD MILLION

Table 100 REST OF NORTH AMERICA RETAIL ANALYTICS MARKET, 2017 - 2023,

USD MILLION

Table 101 REST OF NORTH AMERICA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2013 - 2016, USD MILLION

Table 102 REST OF NORTH AMERICA RETAIL ANALYTICS MARKET BY COMPONENT TYPE, 2017 - 2023, USD MILLION

Table 103 REST OF NORTH AMERICA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2013 - 2016, USD MILLION

Table 104 REST OF NORTH AMERICA RETAIL ANALYTICS MARKET BY SERVICES TYPE, 2017 - 2023, USD MILLION

Table 105 REST OF NORTH AMERICA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2013 - 2016, USD MILLION

Table 106 REST OF NORTH AMERICA RETAIL ANALYTICS MARKET BY BUSINESS FUNCTION, 2017 - 2023, USD MILLION

Table 107 REST OF NORTH AMERICA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2013 - 2016, USD MILLION

Table 108 REST OF NORTH AMERICA RETAIL ANALYTICS MARKET BY ORGANIZATION SIZE, 2017 - 2023, USD MILLION

Table 109 REST OF NORTH AMERICA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2013 - 2016, USD MILLION

Table 110 REST OF NORTH AMERICA RETAIL ANALYTICS MARKET BY DEPLOYMENT TYPE, 2017 - 2023, USD MILLION

Table 111 REST OF NORTH AMERICA RETAIL ANALYTICS MARKET BY APPLICATION, 2013 - 2016, USD MILLION

Table 112 REST OF NORTH AMERICA RETAIL ANALYTICS MARKET BY APPLICATION, 2017 - 2023, USD MILLION

Table 113 KEY INFORMATION – IBM CORPORATION

Table 114 KEY INFORMATION – ORACLE CORPORATION

Table 115 KEY INFORMATION – MICROSOFT CORPORATION

Table 116 KEY INFORMATION – FUJITSU LIMITED (FUJITSU)

Table 117 KEY INFORMATION – MICROSTRATEGY, INC.

Table 118 KEY INFORMATION – SAP SE

Table 119 KEY INFORMATION – SAS INSTITUTE, INC.

Table 120 KEY INFORMATION – QLIK TECHNOLOGIES INC.

Table 121 KEY INFORMATION – INFORMATION BUILDERS

Table 122 KEY INFORMATION – ANGOSS SOFTWARE CORPORATION

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