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Multi-channel Analytics Market - Forecasts from 2018 to 2023

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Abstracts

The multi-channel analytics market is projected to grow at a CAGR of 21.31% to reach US$10.676 billion in 2023 from US$3.350 billion in 2017. Multi-channel Analytics refers to the process of linking multiple sets of data from different sources and analyze them for successful decision making. Due to the increasing awareness about the customer relationship, many organizations are showing interest towards Multi-channel analytics solutions. The market for these solutions is mainly driven by the need to understand the customer behavior. The growing information technology sector in the Asia Pacific region and the increasing awareness of the companies about the importance of customer relationship management is driving the Multi-channel analytics market in this region and is projected to witness the fastest growth during the forecast period.

This research study examines the current market trends related to the demand, supply, and sales, in addition to the recent developments. Major drivers, restraints, and opportunities have been covered to provide an exhaustive picture of the market. The analysis presents in-depth information regarding the development, trends, and industry policies and regulations implemented in each of the geographical regions. Further, the overall regulatory framework of the market has been exhaustively covered to offer stakeholders a better understanding of the key factors affecting the overall market environment.

Identification of key industry players in the industry and their revenue contribution to the overall business or relevant segment aligned to the study have been covered as a part of competitive intelligence done through extensive secondary research. Various studies and data published by industry associations, analyst reports, investor presentations, press releases and journals among others have been taken into consideration while conducting the secondary research. Both bottom-up and top down approaches have

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been utilized to determine the market size of the overall market and key segments. The values obtained are correlated with the primary inputs of the key stakeholders in the multi-channel analytics value chain. The last step involves complete market engineering which includes analyzing the data from different sources and existing proprietary datasets while using various data triangulation methods for market breakdown and forecasting.

Market intelligence is presented in the form of analysis, charts, and graphics to help the clients in gaining faster and efficient understanding of the multi-channel analytics market.

Major industry players profiled as part of the report are Oracle, IBM, HP Development Company L.P, and Teradata Corporation among others.

Segmentation

The multi-channel analytics market has been analyzed through the following segments:

By Type

Speech Analytics

Text Analytics

Data Analytics

Customer Feedback

By Deployment

On-Premise

Cloud

By Organization Size

Small and Medium Organization

Large Organization

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By Industry Vertical

- BFSI
- Healthcare
- Retail
- Media & Entertainment
- Communication & Technology
- Others

By Geography

- North America
  - USA
  - Canada
  - Mexico
  - Others
- South America
  - Brazil
  - Argentina
  - Others
- Europe
  - Germany

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France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

Israel

Others

Asia Pacific

China

Japan

South Korea

India

Others

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