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2020-2025 Global CRM Analytics Market Report - Production and Consumption Professional Analysis (Impact of COVID-19)

https://marketpublishers.com/r/29B81CEE0F9AEN.html
Date: June 2021
Pages: 133
Price: US$ 3,360.00 (Single User License)
ID: 29B81CEE0F9AEN

Abstracts

Customer relationship management analytics (CRM analytics) refers to applications used to evaluate an organization’s customer data to facilitate and streamline business choices. CRM analytics also may be used for online analytical processing (OLAP) through the use of data mining.
This report elaborates the market size, market characteristics, and market growth of the CRM Analytics industry, and breaks down according to the type, application, and consumption area of CRM Analytics. The report also conducted a PESTEL analysis of the industry to study the main influencing factors and entry barriers of the industry.

In Chapter 3.4 of the report, the impact of the COVID-19 outbreak on the industry was fully assessed. Fully risk assessment and industry recommendations were made for CRM Analytics in a special period. This chapter also compares the markets of Pre COVID-19 and Post COVID-19.
In addition, chapters 8-12 consider the impact of COVID-19 on the regional economy.

Key players in the global CRM Analytics market covered in Chapter 13:
Angoss Software Corporation
International Business Machines Corporation
Teradata
Accenture PLC
Salesforce
Oracle Corporation
SAP SE
Microsoft Corporation
SAS Institute, Inc.

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Infor

In Chapter 6, on the basis of types, the CRM Analytics market from 2015 to 2025 is primarily split into:
Customer
Contact Center
Social Media
Marketing Analytics

In Chapter 7, on the basis of applications, the CRM Analytics market from 2015 to 2025 covers:
Health Care
Retail
Energy and Utilities
Transportation and Logistics
Media and Entertainment
Others

Geographically, the detailed analysis of production, trade of the following countries is covered in Chapter 4.2, 5:
United States
Europe
China
Japan
India

Geographically, the detailed analysis of consumption, revenue, market share and growth rate of the following regions are covered in Chapter 8, 9, 10, 11, 12:
North America (Covered in Chapter 8)
United States
Canada
Mexico
Europe (Covered in Chapter 9)
Germany
UK
France
Italy
Spain
Others

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Asia-Pacific (Covered in Chapter 10)
China
Japan
India
South Korea
Southeast Asia
Others
Middle East and Africa (Covered in Chapter 11)
Saudi Arabia
UAE
South Africa
Others
South America (Covered in Chapter 12)
Brazil
Others

Years considered for this report:
Historical Years: 2015-2019
Base Year: 2019
Estimated Year: 2020
Forecast Period: 2020-2025

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