

Big Data Analytics in Retail Marketing Market to Grow at a 39.78% CAGR Forecast to 2019

Global Big Data Analytics in Retail Marketing Market 2017 Analysis and Forecast to 2019

PUNE, INDIA, February 10, 2017

/EINPresswire.com/ -- Supply chains and various customer touch points are generating massive volumes of data for retailers. This, when coupled with digital customers and social media is leading to an explosion of data. Industrial retailers have a unique opportunity to analyze these huge bodies of data and draw meaningful conclusions which will help them enhance user experience as well as streamline several business processes. Big Data Analytics presents an amazing chance for enterprises in this industry to maximize their revenue and remain in the top tiers of competition. Big Data in the retail industry is set to grow at a CAGR of 39.78% for the period 2014 to 2019.



Request a sample report @ <https://www.wiseguyreports.com/sample-request/474203-big-data-analytics-in-retail-marketing-trends-and-forecasts-2014-2019>

Reasons to buy this report

- 1) Report gives complete market insights, the driving forces of the market, the challenges market faces, technologies and their applications
- 2) A complete market breakdown has been done by different geographies along with the country level segmentation to give a detailed picture of the market.

3) The report also gives information on major vendors and their products, their existing share in the market, strategies they adopt along with the financials, recent developments and profile of these vendors.

Who should be interested in this report?

1) Vendors who are into manufacturing of these products as they can get an overview of what competitors are doing and also which markets they can look forward to expand their operations

2) Investors who are willing to invest in this market

3) Consultants who can have readymade analysis to guide their clients

4) Anyone who wants to know about this industry

Leaders

1 SAP

2 Tibco

3 Microsoft

4 SAS Institute

5 QlikTech

6 IBM

7 Oracle

8 MicroStrategy

9 Information Builders

10 Actuate

Challengers

1 Syoncloud

2 Sopra

Complete report details @ <https://www.wiseguyreports.com/reports/474203-big-data-analytics-in-retail-marketing-trends-and-forecasts-2014-2019>

Key points in table of content

1. Introduction

1.1 Research Methodology

1.2 Key Findings

1.3 Executive Summary

2. Current Market Trends

2.1 Market Overview

2.2 Technology Snapshot

2.3 Industry Usage

2.4 Factors Driving the Market

2.5 Factors Restraining the Market

2.6 Growth Prospects in Current Marketspace

2.7 Industry Value Chain Analysis

2.8 Industry Policies Guiding the Market

3 Market Insights

3.1 Introduction

3.2 Porter's Five Forces

3.3 Market Share by Regions

3.3.1 North America

3.3.1.1 Analyst View

3.3.2 Asia Pacific

3.3.2.1 Analyst View

3.3.3 Latin America

3.3.3.1 Analyst View

3.3.4 Europe

3.3.4.1 Analyst View

3.3.5 Rest of World

3.3.5.1 Analyst View

3.4 Big Data Leaders Market share and Profiles

3.4.1 SAP

3.4.2 Tibco

3.4.3 Microsoft

3.4.4 SAS Institute

3.4.5 QlikTech

3.4.6 IBM

3.4.7 Oracle

3.4.8 MicroStrategy

3.4.9 Information Builders

3.4.10 Actuate

3.4.11 Others

3.5 The Challengers

3.5.1 Syoncloud

3.5.2 Sopra

4 Competitive Landscape

4.1 Buyer's Guide

4.2 Strategies

4.3 Innovation and Patents

4.4 Recent Mergers and Acquisitions

5 Road Ahead for Big Data in Retail

5.1 List of Tables

5.2 List of Figures

5.3 Abbreviations

5.4 Works Cited

Get this report @ https://www.wiseguyreports.com/checkout?currency=one_user-USD&report_id=474203

Contact US:

NORAH TRENT

Partner Relations & Marketing Manager

sales@wiseguyreports.com

Ph: +1-646-845-9349 (US)

Ph: +44 208 133 9349 (UK)

Norah Trent

[wiseguyreports](https://www.wiseguyreports.com)

+1 646 845 9349 / +44 208 133 9349

[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/365872664>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2020 IPD Group, Inc. All Right Reserved.