

## Big Data in Retail 2015: Market Analysis, Companies, Solutions, and Forecasts 2015 - 2020

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### Report in a Nutshell

The retail industry makes up a sizable part of the world economy and covers a large ecosystem. The industry has faced massive disruption through the advent of significant online competitors such as Amazon. In addition, the smartphone has facilitated smart shopping, which enables "showrooming". These factors have forced retailers to get smarter through an in-depth real time analysis of massive data being spewed on a daily basis for quick insight to make informed decisions for corporate strategies and business operations. The use of Big Data, analytics, and reporting have proven valuable to retailers through insights that determine future solutions and opportunities to improve sales operations, customer loyalty, company revenues and profitability.

This Mind Commerce report, "Big Data in Retail 2015: Market Analysis, Companies, Solutions, and Forecasts 2015 - 2020", provides comprehensive analysis of Big Data in Retail. The report analyzes Big Data technologies deployed to support the retail industry with an associated assessment of various companies in the ecosystem including key vendor solutions. The report provides a view into the future of retail as it leverages Big Data with associated market outlook, forecasts through 2020, and recommendations for Big Data stakeholders. All purchases of our reports include time with an expert analyst who will help you link key findings in the report to the business issues you're addressing. This needs to be used within three months of purchasing the report.

## Target Audience

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- Big Data Service providers
- Big Box and Online retailers
- Big Data technology developers
- Telecommunications service providers
- Online and Mobile Marketing companies
- E-commerce and Mobile Commerce providers

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