Big Data in Global Retail Market: Key Trends, Market Opportunities and Industry Forecast 2015-2020

Description: Big Data in Global Retail market is expected to grow at a CAGR of 35% representing in huge opportunities in this sector. This growth is driven by increasing penetration of big data, increase in analytics services and availability of affordable big data solution and services to end users.

Big Data in Retail Industry controls the 9% market share in terms of revenue in Global Big Data market. It is expected to become fourth largest industry in terms of it's market share position in 2020.

Organizations worldwide are turning their attention to Big Data as a useful means to derive insights from the huge amount of data generated from various sources. Technologies such as NoSQL databases and MapReduce/Hadoop frameworks are at the core of the solutions heralding a paradigm shift. This research found that high investment costs, lack of awareness and novelty have been the main threats for new entrants in the Big Data space. There are a few major players who control the entire value chain. However, many smaller players have mushroomed who provide consulting in the Analytics space. This research also found that most organizations misunderstand Big Data and it is important to educate the end users through face to face interactions.


The report has detailed company profiles including their position in big data market value chain, financial performance analysis, product and service wise business strategy, SWOT analysis and key customer details for 12 key players in Global market namely TEG Analytics, Heckyl Technologies, KloudData Inc., Gramener, Germin8, VIS Networks Pvt. Ltd., Abzooba, Fintellix, Latentview, Indix, Analytic-Edge and Tookitaki.

Scope of Big Data in Global Retail Market: Key Trends, Market Opportunities and Industry Forecast 2015-2020 Report
- This report provides detailed information about Big Data in Global Retail market including future forecasts.
- This report identifies the need for focusing on Big Data in Retail market.
- This report provides detailed information on growth forecasts for Big Data in Global Retail market up to 2020.
- The report identifies the growth drivers and inhibitors for Global Big Data market.
- This study also identifies various parts of Big Data value chain.
- This report has detailed profiles 12 key players in Global Big Data market covering their business strategy, financial performance, future forecasts and SWOT analysis.
- This report covers the competitive landscape in Big Data in Global Retail market.
- This report provides Porter's Five Forces analysis for Big Data in Global Retail market.
- This report provides SWOT (strengths, weakness, opportunities and threats) analysis for Big Data in Global Retail market.
- This report also provides strategic recommendations for end users, Big Data service providers and investors.

Contents: 1. Executive Summary
Scope of Big Data in Global Retail Market 2015-2020 Report
Research Methodology
2. Global Big Data Market - Overview
2.1 What is Big Data?
2.2 Big Data Categories
2.3 Importance of Big Data
2.4 Big Data Technology
3. Need for Big Data in Retail Sector
3.1 Tracking Business Volume
3.2 Understanding Variety
3.3 Velocity of Data
3.4 Understanding Veracity of Business Reporting
3.5 Realizing Business Value
4. Forecast for Big Data in Global Retail Market 2015-2020
5. Growth Drivers and Inhibitors for Big Data in Global Retail Market
5.1 Growth Drivers
5.2 Growth Inhibitors
6. Big Data Industry Value Chain
6.1 Big Data Consultants
6.2 Infrastructure Providers
6.3 Technology Enablers
6.4 Analytics Providers
6.5 End Users
7. Profile of Key Players in Global Big Data Market
7.1 TEG Analytics
7.1.1 Company profile
7.1.2 TEG Analytics in Big Data Value Chain
7.1.3 Financial Performance of TEG Analytics
7.1.4 Business Strategy
7.1.4.1 Service Level Business Strategy
7.1.5 SWOT Analysis for TEG Analytics
Strengths
Weaknesses
Opportunities
Threats
7.1.6 Key Customers
7.2 Heckyl Technologies
7.2.1 Company profile
7.2.2 Heckyl Technologies in Big Data Value Chain
7.2.3 Financial Performance of Heckyl Technologies
7.2.4 Business Strategy
7.2.4.1 Product Level Business Strategy
7.2.4.2 Service Level Business Strategy
7.2.5 SWOT Analysis for Heckyl Technologies
Strengths
Weaknesses
Opportunities
Threats
7.2.6 Key Customers
7.3 KloudData Inc.
7.3.1 Company profile
7.3.2 KloudData in Big Data Value Chain
7.3.3 Financial Performance of KloudData
7.3.4 Business Strategy
7.3.4.1 Product Level Business Strategy
7.3.4.2 Service Level Business Strategy
7.3.5 SWOT Analysis for KloudData
Strengths
Weaknesses
Opportunities
Threats
7.3.6 Key Customers
7.4 Gramener
7.4.1 Company profile
7.4.2 Gramener in Big Data Value Chain
7.4.3 Business Strategy
7.4.3.1 Product Level Business Strategy
7.4.3.2 Service Level Business Strategy
7.4.4 SWOT Analysis for Gramener
Strengths
Weaknesses
Opportunities
Threats
7.4.5 Key Customers
7.5 Germin8
7.5.1 Company profile
7.5.2 Germin8 in Big Data Value Chain
7.5.3 Business Strategy
7.5.3.1 Product Level Business Strategy
7.5.3.2 Service Level Business Strategy
7.5.4 SWOT Analysis for Germin8
   Strengths
   Weaknesses
   Opportunities
   Threats
7.5.5 Key Customers
7.6 VIS Networks Pvt. Ltd.
7.6.1 Company Profile
7.6.2 VIS Networks Pvt. Ltd. in the Big Data & Analytics Value Chain
7.6.3 Financial Performance for VIS Networks Pvt. Ltd.
7.6.4 Business Strategy
7.6.4.1 Product Level Strategy
7.6.4.2 Service Level Strategy
7.6.5 SWOT Analysis for VIS Networks Pvt. Ltd.
   Strengths
   Weaknesses
   Opportunities
   Threats
7.7 Abzooba
7.7.1 Company profile
7.7.2 Abzooba in Big Data Value Chain
7.7.3 Financial Performance of Abzooba
7.7.4 Business Strategy
7.7.4.1 Product Level Business Strategy
7.7.4.2 Service Level Business Strategy
7.7.5 SWOT Analysis for Abzooba
   Strengths
   Weaknesses
   Opportunities
   Threats
7.8 Fintellix
7.8.1 Company profile
7.8.2 Fintellix in Big Data Value Chain
7.8.3 Financial Performance of Fintellix
7.8.4 Business Strategy
7.8.4.1 Product Level Business Strategy
7.8.4.2 Service Level Business Strategy
7.8.5 SWOT Analysis for Fintellix
   Strengths
   Weaknesses
   Opportunities
   Threats
7.9 Latentview
7.9.1 Company profile
7.9.2 Latentview in Big Data Value Chain
7.9.3 Business Strategy
7.9.3.1 Product Level Business Strategy
7.9.3.2 Service Level Business Strategy
7.9.4 SWOT Analysis for LatentView
   Strengths
   Weaknesses
   Opportunities
   Threats
7.9.5 Key Customers
7.10 Indix
7.10.1 Company profile
7.10.2 Indix in Big Data Value Chain
7.10.3 Business Strategy
7.10.3.1 Product Level Business Strategy
7.10.3.2 Service Level Business Strategy
7.10.4 SWOT Analysis for Indix

Strengths
Weaknesses
Opportunities
Threats

7.11 Analytic-Edge
7.11.1 Company Profile
7.11.2 Analytic-Edge Pvt. Ltd. in the Big Data & Analytics Value Chain
7.11.3 Business Strategy
7.11.3.1 Product Level Strategy
7.11.3.2 Service Level Strategy
7.11.4 SWOT Analysis for Analytic-Edge

Strengths
Weaknesses
Opportunities
Threats

7.11.6 Key Customers
7.12 Tookitaki
7.12.1 Company profile
7.12.2 Tookitaki in Big Data Value Chain
7.12.3 Business Strategy
7.12.3.1 Service Level Business Strategy
7.12.4 SWOT Analysis for Tookitaki

Strengths
Weaknesses
Opportunities
Threats

7.12.5 Key Customers

8. Case Study for Big Data in Retail

About the case
Problem Recognition

9. Analysis Models
9.1 Porter's Five Forces Analysis of Global Big Data in Retail Market

Threat of new entrants
Bargaining Power of Suppliers
Threat of Substitutes
Rivalry among Existing Firms
Bargaining Power of Buyers

9.2 SWOT Analysis for Big Data in Retail Sector

Strengths
Weaknesses
Opportunities
Threats

10. Strategic Recommendations
For End Users
For Big Data Service Providers
For Investors

List of Exhibits

Notes
Company Information

List of Exhibits
Exhibit 2.1 Big Data Scenario
Exhibit 2.2 Big Data Categories
Exhibit 2.3 Big Data Categories across the Globe
Exhibit 2.4 Usage of Big Data in Retail Industry
Exhibit 2.5 Big Data Applications
Exhibit 2.6 Various Big Data Applications and Examples
Exhibit 2.7 Processing in MapReduce and Hadoop
Exhibit 4.1 Market Share of Big Date in Global Retail Market in 2013-14 (in %)
Exhibit 4.2 Forecast for Global Big Data in Retail Market 2015-2020 (in US$ billion)
Exhibit 7.12.4 SWOT Analysis of Tookitaki
Exhibit 9.1 Porter's Five Forces Analysis Model for Global Big Data in Retail Market
Exhibit 9.2 SWOT Analysis of Big Data in Retail Sector

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