[DOC] Big Data Understanding How Data Powers Big Business

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Big Data-Bill Schmarzo 2013-10-07 Leverage big data to add value to your business Social media analytics, web-tracking, and other technologies help companies acquire and handle massive amounts of data to better understand their customers, products, competition, and markets. Armed with the insights from big data, companies can improve customer experience and products, add value, and increase return on investment. The tricky part for busy IT professionals and executives is how to get this done, and that's where this practical book comes in. Big Data: Understanding How Data Powers Big Business is a complete how-to guide to leveraging big data to drive business value. Full of practical techniques, real-world examples, and hands-on exercises, this book explores the technologies involved, as well as how to find areas of the organization that can take full advantage of big data. Shows how to decompose current business strategies in order to link big data initiatives to the organization's value creation processes Explores different value creation processes and models Explains issues surrounding operationalizing big data, including organizational structures, education challenges, and new big data-related roles Provides methodology worksheets and exercises so readers can apply techniques Includes real-world examples from a variety of organizations leveraging big data Big Data: Understanding How Data Powers Big Business is written by one of Big Data's preeminent experts, William Schmarzo. Don't miss his invaluable insights and advice.

Big Data-Bill Schmarzo 2013-09-23 Leverage big data to add value to your business Social media analytics, web-tracking, and other technologies help companies acquire and handle massive amounts of data to better understand their customers, products, competition, and markets. Armed with the insights from big data, companies can improve customer experience and products, add value, and increase return on investment. The tricky part for busy IT professionals and executives is how to get this done, and that's where this practical book comes in. Big Data: Understanding How Data Powers Big Business is a complete how-to guide to leveraging big data to drive business value. Full of practical techniques, real-world examples, and hands-on exercises, this book explores the technologies involved, as well as how to find areas of the organization that can take full advantage of big data. Shows how to decompose current business strategies in order to link big data initiatives to the organization's value creation processes Explores different value creation processes and models Explains issues surrounding operationalizing big data, including organizational structures, education challenges, and new big data-related roles Provides methodology worksheets and exercises so readers can apply techniques Includes real-world examples from a variety of organizations leveraging big data Big Data: Understanding How Data Powers Big Business is written by one of Big Data's preeminent experts, William Schmarzo. Don't miss his invaluable insights and advice.

Understanding Big Data: Analytics for Enterprise Class Hadoop and Streaming Data-Paul Zikopoulos 2011-10-22 Big Data represents a new era in data exploration and utilization, and IBM is uniquely positioned to help clients navigate this transformation. This book reveals how IBM is leveraging open source Big Data technology, infused with IBM technologies, to deliver a robust, secure, highly available, enterprise-class Big Data platform. The three defining

characteristics of Big Data--volume, variety, and velocity--are discussed. You'll get a primer on Hadoop and how IBM is hardening it for the enterprise, and learn when to leverage IBM InfoSphere BigInsights (Big Data at rest) and IBM InfoSphere Streams (Big Data in motion) technologies. Industry use cases are also included in this practical guide. Learn how IBM hardens Hadoop for enterprise-class scalability and reliability Gain insight into IBM's unique in-motion and at-rest Big Data analytics platform Learn tips and tricks for Big Data use cases and solutions Get a quick Hadoop primer

Big Data MBA-Bill Schmarzo 2015-12-21 Integrate big data into business to drive competitive advantage and sustainable success Big Data MBA brings insight and expertise to leveraging big data in business so you can harness the power of analytics and gain a true business advantage. Based on a practical framework with supporting methodology and hands-on exercises, this book helps identify where and how big data can help you transform your business. You'll learn how to exploit new sources of customer, product, and operational data, coupled with advanced analytics and data science, to optimize key processes, uncover monetization opportunities, and create new sources of competitive differentiation. The discussion includes guidelines for operationalizing analytics, optimal organizational structure, and using analytic insights throughout your organization's user experience to customers and front-end employees alike. You'll learn to "think like a data scientist" as you build upon the decisions your business is trying to make, the hypotheses you need to test, and the predictions you need to produce. Business stakeholders no longer need to relinquish control of data and analytics to IT. In fact, they must champion the organization's data collection and analysis efforts. This book is a primer on the business approach to analytics, providing the practical understanding you need to convert data into opportunity. Understand where and how to leverage big data Integrate analytics into everyday operations Structure your organization to drive analytic insights Optimize processes, uncover opportunities, and stand out from the rest Help business stakeholders to "think like a data scientist" Understand appropriate business application of different analytic techniques If you want data to transform your business, you need to know how to put it to use. Big Data MBA shows you how to implement big data and analytics to make better decisions.

Big Data for Beginners-Vince Reynolds 2016-05-16 Big Data For Beginners! The Ultimate Beginners Crash Course To Understanding And Interpreting Big Data! Are You Ready To Learn How To Understand SMART Big Data, Data Mining & Data Analytics For improved Business Performance, Life Decisions & More? If So You've Come To The Right Place - Regardless Of How Little Experience You May Have! Here's A Preview Of What Big Data For Beginners! Contains... A Conundrum Called 'Big Data' How To Understand Big Data Better What Can Big Data Do For You? Understanding The Analytics (And The Importance) The Obstacles And Importance Of The Big Data Situation We're In A Closer Look At Key Big Data Challenges Generating Business Value through Data Mining And Much, Much More! Order Your Copy Now And Let's Get Started!

Big Data: Conceptual Analysis and Applications-Michael Z. Zgurovsky 2019-03-20 The book is devoted to the analysis of big data in order to extract from these data hidden patterns necessary for making decisions about the rational behavior of complex systems with the different nature that generate this data. To solve these problems, a group of new methods and tools is used, based on the self-organization of computational processes, the use of crisp and fuzzy cluster analysis methods, hybrid neural-fuzzy networks, and others. The book solves various practical problems. In particular, for the tasks of 3D image recognition and automatic speech recognition large-scale neural networks with applications for Deep Learning systems were used. Application of hybrid neuro-fuzzy networks for analyzing stock markets was presented. The analysis of big historical, economic and physical data revealed the hidden Fibonacci pattern about the course of systemic world conflicts and their connection with the Kondratieff big economic cycles and the Schwabe–Wolf solar activity cycles. The book is useful for system analysts and practitioners working with complex systems in various spheres of human activity.

Principles of Big Data-Jules J. Berman 2013-05-20 Principles of Big Data helps readers avoid the common mistakes that endanger all Big Data projects. By stressing simple, fundamental concepts, this book teaches readers how to organize large volumes of complex data, and how to achieve data permanence when the content of the data is constantly changing. General methods for data verification and validation, as specifically applied to Big Data resources, are stressed throughout the book. The book demonstrates how adept analysts can find relationships among data objects held in disparate Big Data resources, when the data objects are endowed with semantic support (i.e., organized in classes of uniquely identified data objects). Readers will learn how their data can be integrated with data from other resources, and how the data extracted from Big Data resources can be used for purposes beyond those imagined by the data creators. Learn general methods for specifying Big Data in a way that is understandable to humans and to computers Avoid the pitfalls in Big Data design and analysis

Understand how to create and use Big Data safely and responsibly with a set of laws, regulations and ethical standards that apply to the acquisition, distribution and integration of Big Data resources

Big Data in Practice-Bernard Marr 2016-03-22 The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter

Big Data at Work-Thomas Davenport 2014-02-04 Go ahead, be skeptical about big data. The author was—at first. When the term "big data" first came on the scene, bestselling author Tom Davenport (Competing on Analytics, Analytics at Work) thought it was just another example of technology hype. But his research in the years that followed changed his mind. Now, in clear, conversational language, Davenport explains what big data means—and why everyone in business needs to know about it. Big Data at Work covers all the bases: what big data means from a technical, consumer, and management perspective; what its opportunities and costs are; where it can have real business impact; and which aspects of this hot topic have been oversold. This book will help you understand: • Why big data is important to you and your organization • What technology you need to manage it • How big data could change your job, your company, and your industry • How to hire, rent, or develop the kinds of people who make big data work • The key success factors in implementing any big data project • How big data is leading to a new approach to managing analytics With dozens of company examples, including UPS, GE, Amazon, United Healthcare, Citigroup, and many others, this book will help you seize all opportunities—from improving decisions, products, and services to strengthening customer relationships. It will show you how to put big data to work in your own organization so that you too can harness the power of this ever-evolving new resource.

Big Data For Dummies-Judith S. Hurwitz 2013-04-02 Find the right big data solution for your business ororganization Big data management is one of the major challenges facingbusiness, industry, and not-for-profit organizations. Data setssuch as customer transactions for a mega-retailer, weather patternsmonitored by meteorologists, or social network activity can quicklyoutpace the capacity of traditional data management tools. If youneed to develop or manage big data solutions, you'll appreciate howthese four experts define, explain, and guide you through this newand often confusing concept. You'll learn what it is, why it matters, and how to choose and implement solutions that work. Effectively managing big data is an issue of growing importanceto businesses, not-for-profit organizations, government, and ITprofessionals Authors are experts in information management, big data, and avariety of solutions Explains big data in detail and discusses how to select andimplement a solution, security concerns to consider, data storageand presentation issues, analytics, and much more Provides essential information in a no-nonsense,easy-to-understand style that is empowering Big Data For Dummies cuts through the confusion and helpsyou take charge of big data solutions for your organization.

Big Data-Rajkumar Buyya 2016-06-07 Big Data: Principles and Paradigms captures the state-of-the-art research on the architectural aspects, technologies, and applications of Big Data. The book identifies potential future directions and technologies that facilitate insight into numerous scientific, business, and consumer applications. To help realize Big Data's full potential, the book addresses numerous challenges, offering the conceptual and technological solutions for tackling them. These challenges include life-cycle data management, large-scale storage, flexible processing infrastructure, data modeling, scalable machine learning, data analysis algorithms, sampling techniques, and privacy and ethical issues. Covers computational platforms supporting Big Data applications Addresses key principles underlying Big Data computing Examines key developments supporting next generation Big Data platforms Explores the challenges in Big Data computing and ways to overcome them Contains expert contributors from both academia and industry

Big Data For Small Business For Dummies-Bernard Marr 2016-01-05 Capitalise on big data to add value to your small business Written by bestselling author and big data expert Bernard Marr, Big Data For Small Business For Dummies helps you understand what big data actually is—and how you can analyse and use it to improve your business. Free of confusing jargon and complemented with lots of step-by-step guidance and helpful advice, it quickly and painlessly helps you get the most from using big data in a small business. Business data has been around for a long time. Unfortunately, it was trapped away in overcrowded filing cabinets and on archaic floppy disks. Now, thanks to technology and new tools that display complex databases in a much simpler manner, small businesses can benefit from the big data that's been hiding right under their noses. With the help of this friendly guide, you'll discover how to get your hands on big data to develop new offerings, products and services; understand technological change; create an infrastructure; develop strategies; and make smarter business decisions. Shows you how to use big data to make sense of user activity on social networks and customer transactions Demonstrates how to capture, store, search, share, analyse and visualise analytics Helps you turn your data into actionable insights Explains how to use big data to your advantage in order to transform your small business If you're a small business owner or employee, Big Data For Small Business For Dummies helps you harness the hottest commodity on the market today in order to take your company to new heights.

Big Data Computing-Rajendra Akerkar 2013-12-05 Due to market forces and technological evolution, Big Data computing is developing at an increasing rate. A wide variety of novel approaches and tools have emerged to tackle the challenges of Big Data, creating both more opportunities and more challenges for students and professionals in the field of data computation and analysis. Presenting a mix of industry cases and theory, Big Data Computing discusses the technical and practical issues related to Big Data in intelligent information management. Emphasizing the adoption and diffusion of Big Data tools and technologies in industry, the book introduces a broad range of Big Data concepts, tools, and techniques. It covers a wide range of research, and provides comparisons between state-of-the-art approaches. Comprised of five sections, the book focuses on: What Big Data is and why it is important Semantic technologies Tools and methods Business and economic perspectives Big Data applications across industries

Harness the Power of Big Data The IBM Big Data Platform-Paul Zikopoulos 2012-11-08 Boost your Big Data IQ! Gain insight into how to govern and consume IBM's unique in-motion and at-rest Big Data analytic capabilities Big Data represents a new era of computing—an inflection point of opportunity where data in any format may be explored and utilized for breakthrough insights—whether that data is in-place, in-motion, or at-rest. IBM is uniquely positioned to help clients navigate this transformation. This book reveals how IBM is infusing open source Big Data technologies with IBM innovation that manifest in a platform capable of "changing the game." The four defining characteristics of Big Data—volume, variety, velocity, and veracity—are discussed. You'll understand how IBM is fully committed to Hadoop and integrating it into the enterprise. Hear about how organizations are taking inventories of their existing Big Data assets, with search capabilities that help organizations discover what they could already know, and extend their reach into new data territories for unprecedented model accuracy and discovery. In this book you will also learn not just about the technologies that make up the IBM Big Data platform, but when to leverage its purpose-built engines for analytics on data in-motion and data at-rest. And you'll gain an understanding of how and when to govern Big Data, and how IBM's industry-leading InfoSphere integration and governance portfolio helps you understand, govern, and effectively utilize Big Data. Industry use cases are also included in this practical guide.

Big Data-Viktor Mayer-Schönberger 2013-03-05 A revelatory exploration of the hottest trend in technology and the dramatic impact it will have on the economy, science, and society at large. Which paint color is most likely to tell you that a used car is in good shape? How can officials identify the most dangerous New York City manholes before they explode? And how did Google searches predict the spread of the H1N1 flu outbreak? The key to answering these questions, and many more, is big data. "Big data" refers to our burgeoning ability to crunch vast collections of information, analyze it instantly, and draw sometimes profoundly surprising conclusions from it. This emerging science can translate myriad phenomena—from the price of airline tickets to the text of millions of books—into searchable form, and uses our increasing computing power to unearth epiphanies that we never could have seen before. A revolution on par with the Internet or perhaps even the printing press, big data will change the way we think about business, health, politics, education, and innovation in the years to come. It also poses fresh threats, from the inevitable end of privacy as we know it to the prospect of being penalized for things we haven't even done yet, based on big data's ability to predict our future behavior. In this brilliantly clear, often surprising work, two leading experts explain what big data is, how it will

change our lives, and what we can do to protect ourselves from its hazards. Big Data is the first big book about the next big thing. www.big-data-book.com

Big Data-Bernard Marr 2015-01-09 Convert the promise of big data into real world results There is so much buzz around big data. We all need to know what it is and how it works - that much is obvious. But is a basic understanding of the theory enough to hold your own in strategy meetings? Probably. But what will set you apart from the rest is actually knowing how to USE big data to get solid, real-world business results - and putting that in place to improve performance. Big Data will give you a clear understanding, blueprint, and step-by-step approach to building your own big data strategy. This is a well-needed practical introduction to actually putting the topic into practice. Illustrated with numerous real-world examples from a cross section of companies and organisations, Big Data will take you through the five steps of the SMART model: Start with Strategy, Measure Metrics and Data, Apply Analytics, Report Results, Transform. Discusses how companies need to clearly define what it is they need to know Outlines how companies can collect relevant data and measure the metrics that will help them answer their most important business questions Addresses how the results of big data analytics can be visualised and communicated to ensure key decisions-makers understand them Includes many high-profile case studies from the author's work with some of the world's best known brands

Data Analytics and Big Data-Soraya Sedkaoui 2018-07-31 The main purpose of this book is to investigate, explore and describe approaches and methods to facilitate data understanding through analytics solutions based on its principles, concepts and applications. But analyzing data is also about involving the use of software. For this, and in order to cover some aspect of data analytics, this book uses software (Excel, SPSS, Python, etc) which can help readers to better understand the analytics process in simple terms and supporting useful methods in its application.

Data Science and Big Data Analytics-EMC Education Services 2015-01-05 Data Science and Big Data Analytics is about harnessing the power of data for new insights. The book covers the breadth of activities and methods and tools that Data Scientists use. The content focuses on concepts, principles and practical applications that are applicable to any industry and technology environment, and the learning is supported and explained with examples that you can replicate using open-source software. This book will help you: Become a contributor on a data science team Deploy a structured lifecycle approach to data analytics problems Apply appropriate analytic techniques and tools to analyzing big data Learn how to tell a compelling story with data to drive business action Prepare for EMC Proven Professional Data Science Certification Corresponding data sets are available at www.wiley.com/go/9781118876138. Get started discovering, analyzing, visualizing, and presenting data in a meaningful way today!

Understanding Big Data Scalability- 2014

Big Data for Business-Victor Finch 2017-08-10 Big Data For Business Your Comprehensive Guide To Understand Data Science, Data Analytics and Data Mining To Boost More Growth and Improve Business. Is Big Data worth it? Does it work for me or my business? How can Big Data (with Analytics) help spur my next business growth? Do you know that last two years accounts for 90 percent of the data in the world? Data whispers stories. Only if you listen carefully, process it, analyze it and act on it, to move towards your next revolution. Many individuals' life and businesses have been transformed by Big Data and in fact you are already part of the Big Data if you are into social media. (Look out for this very interesting link that you really need to see it for yourself. It will widen your horizon.) In this book, you will have gain tremendous insights, understanding and basics of Big Data and how it can helps to identify new growth areas and product opportunities, streamline their costs, increase their operating margins and above all; make better human resource decisions using efficient budgets. The future belongs to only those who embrace Big Data. Take your first step now. What you will learn in Big Data For Business: Your Comprehensive Guide To Understand Data Science, Data Analytics and Data Mining To Boost More Growth and Improve Business. You will learn all about Big Data and the challenges You will learn when to use Descriptive or Predictive Analytics You will discover what are the popular tools that Data scientists are using now You will learn the various algorithms used in Big Data You will what is Big Data and NoSQL Technologies You will explore the different social examples and business applications of Big Data And many more.. This Big Data For Business: Your Comprehensive Guide To Understand Data Science, Data Analytics and Data Mining To Boost More Growth and Improve Business. is your must have guide to explore and learn about the impact of Big Data For Business, and understand how you can starts forming ideas on how you can use it for your next business growth. The Bottom Line: What are you waiting for? Start today by making the smartest investment you could possibly make. An investment in yourself, your knowledge and your business growth. Don't hesitate to pick up your copy today by clicking the BUY NOW button at the top of this page!

Big Data, Little Data, No Data-Christine L. Borgman 2015 An examination of the uses of data within a changing knowledge infrastructure, offering analysis and case studies from the sciences, social sciences, and humanities. "Big Data" is on the covers of Science, Nature, the Economist, and Wired magazines, on the front pages of the Wall Street Journal and the New York Times. But despite the media hyperbole, as Christine Borgman points out in this examination of data and scholarly research, having the right data is usually better than having more data; little data can be just as valuable as big data. In many cases, there are no data—because relevant data don't exist, cannot be found, or are not available. Moreover, data sharing is difficult, incentives to do so are minimal, and data practices vary widely across disciplines. Borgman, an often-cited authority on scholarly communication, argues that data have no value or meaning in isolation; they exist within a knowledge infrastructure—an ecology of people, practices, technologies, institutions, material objects, and relationships. After laying out the premises of her investigation—six "provocations" meant to inspire discussion about the uses of data in scholarship—Borgman offers case studies of data practices in the sciences, the social sciences, and the humanities, and then considers the implications of her findings for scholarly practice and research policy. To manage and exploit data over the long term, Borgman argues, requires massive investment in knowledge infrastructures; at stake is the future of scholarship.

Big Data for Regional Science-Laurie A Schintler 2017-08-07 Recent technological advancements and other related factors and trends are contributing to the production of an astoundingly large and rapidly accelerating collection of data, or 'Big Data'. This data now allows us to examine urban and regional phenomena in ways that were previously not possible. Despite the tremendous potential of big data for regional science, its use and application in this context is fraught with issues and challenges. This book brings together leading contributors to present an interdisciplinary, agenda-setting and action-oriented platform for research and practice in the urban and regional community. This book provides a comprehensive, multidisciplinary and cutting-edge perspective on big data for regional science. Chapters contain a collection of research notes contributed by experts from all over the world with a wide array of disciplinary backgrounds. The content is organized along four themes: sources of big data; integration, processing and management of big data; analytics for big data; and, higher level policy and programmatic considerations. As well as concisely and comprehensively synthesising work done to date, the book also considers future challenges and prospects for the use of big data in regional science. Big Data for Regional Science provides a seminal contribution to the field of regional science and will appeal to a broad audience, including those at all levels of academia, industry, and government.

Big Data at Work-Scott Tonidandel 2015-11-06 The amount of data in our world has been exploding, and analyzing large data sets—so called big data—will become a key basis of competition in business. Statisticians and researchers will be updating their analytic approaches, methods and research to meet the demands created by the availability of big data. The goal of this book is to show how advances in data science have the ability to fundamentally influence and improve organizational science and practice. This book is primarily designed for researchers and advanced undergraduate and graduate students in psychology, management and statistics.

Big Data-Fei Hu 2016-04-27 Although there are already some books published on Big Data, most of them only cover basic concepts and society impacts and ignore the internal implementation details-making them unsuitable to R&D people. To fill such a need, Big Data: Storage, Sharing, and Security examines Big Data management from an R&D perspective. It covers the 3S desi

The Politics and Policies of Big Data-Ann Rudinow Sætnan 2018-05-08 Big Data, gathered together and re-analysed, can be used to form endless variations of our persons - so-called 'data doubles'. Whilst never a precise portrayal of who we are, they unarguably contain glimpses of details about us that, when deployed into various routines (such as management, policing and advertising) can affect us in many ways. How are we to deal with Big Data? When is it beneficial to us? When is it harmful? How might we regulate it? Offering careful and critical analyses, this timely volume aims to broaden well-informed, unprejudiced discourse, focusing on: the tenets of Big Data, the politics of governance and regulation; and Big Data practices, performance and resistance. An interdisciplinary volume, The Politics of Big Data will appeal to undergraduate and postgraduate students, as well as postdoctoral and senior researchers interested in fields such as Technology, Politics and Surveillance.

Big Data-Hassan A. Karimi 2014-02-18 Big data has always been a major challenge in geoinformatics as geospatial data come in various types and formats, new geospatial data are acquired very fast, and geospatial databases are inherently very large. And while there have been advances in hardware and software for

handling big data, they often fall short of handling geospatial big data efficiently and effectively. Big Data: Techniques and Technologies in Geoinformatics tackles these challenges head on, integrating coverage of techniques and technologies for storing, managing, and computing geospatial big data. Providing a perspective based on analysis of time, applications, and resources, this book familiarizes readers with geospatial applications that fall under the category of big data. It explores new trends in geospatial data collection, such as geo-crowdsourcing and advanced data collection technologies such as LiDAR point clouds. The book features a range of topics on big data techniques and technologies in geoinformatics including distributed computing, geospatial data analytics, social media, and volunteered geographic information. With chapters contributed by experts in geoinformatics and in domains such as computing and engineering, the book provides an understanding of the challenges and issues of big data in geoinformatics applications. The book is a single collection of current and emerging techniques, technologies, and tools that are needed to collect, analyze, manage, process, and visualize geospatial big data.

Analytics in a Big Data World-Bart Baesens 2014-04-15 The guide to targeting and leveraging business opportunities using big data & analytics By leveraging big data & analytics, businesses create the potential to better understand, manage, and strategically exploiting the complex dynamics of customer behavior. Analytics in a Big Data World reveals how to tap into the powerful tool of data analytics to create a strategic advantage and identify new business opportunities. Designed to be an accessible resource, this essential book does not include exhaustive coverage of all analytical techniques, instead focusing on analytics techniques that really provide added value in business environments. The book draws on author Bart Baesens' expertise on the topics of big data, analytics and its applications in e.g. credit risk, marketing, and fraud to provide a clear roadmap for organizations that want to use data analytics to their advantage, but need a good starting point. Baesens has conducted extensive research on big data, analytics, customer relationship management, web analytics, fraud detection, and credit risk management, and uses this experience to bring clarity to a complex topic. Includes numerous case studies on risk management, fraud detection, customer relationship management, and web analytics Offers the results of research and the author's personal experience in banking, retail, and government Contains an overview of the visionary ideas and current developments on the strategic use of analytics for business Covers the topic of data analytics in easy-to-understand terms without an undo emphasis on mathematics and the minutiae of statistical analysis For organizations looking to enhance their capabilities via data analytics, this resource is the go-to reference for leveraging data to enhance business capabilities.

Spatial Analysis Using Big Data-Yoshiki Yamagata 2019-11-03 Spatial Analysis Using Big Data: Methods and Urban Applications helps readers understand the most powerful, state-of-the-art spatial econometric methods, focusing particularly on urban research problems. The methods represent a cluster of potentially transformational socio-economic modeling tools that allow researchers to capture real-time and high-resolution information to potentially reveal new socioeconomic dynamics within urban populations. Each method, written by leading exponents of the discipline, uses real-time urban big data to solve research problems in spatial science. Urban applications of these methods are provided in unsurpassed depth, with chapters on surface temperature mapping, view value analysis, community clustering and spatial-social networks, among many others. Reviews some of the most powerful and challenging modern methods to study big data problems in spatial science Provides computer codes written in R, MATLAB and Python to help implement methods Applies these methods to common problems observed in urban and regional economics

Data Fluency-Zach Gemignani 2014-10-10 A dream come true for those looking to improve their data fluency Analytical data is a powerful tool for growing companies, but what good is it if it hides in the shadows? Bring your data to the forefront with effective visualization and communication approaches, and let Data Fluency: Empowering Your Organization with Effective Communication show you the best tools and strategies for getting the job done right. Learn the best practices of data presentation and the ways that reporting and dashboards can help organizations effectively gauge performance, identify areas for improvement, and communicate results. Topics covered in the book include data reporting and communication, audience and user needs, data presentation tools, layout and styling, and common design failures. Those responsible for analytics, reporting, or BI implementation will find a refreshing take on data and visualization in this resource, as will report, data visualization, and dashboard designers. Conquer the challenge of making valuable data approachable and easy to understand Develop unique skills required to shape data to the needs of different audiences Full color book links to bonus content at juiceanalytics.com Written by well-known and highly esteemed authors in the data presentation community Data Fluency: Empowering Your Organization with Effective Communication focuses on user experience, making reports approachable, and presenting data in a compelling, inspiring way. The book helps to dissolve the

disconnect between your data and those who might use it and can help make an impact on the people who are most affected by data. Use Data Fluency today to develop the skills necessary to turn data into effective displays for decision-making.

Big Data-Nathan Marz 2015 Summary Big Data teaches you to build big data systems using an architecture that takes advantage of clustered hardware along with new tools designed specifically to capture and analyze web-scale data. It describes a scalable, easy-to-understand approach to big data systems that can be built and run by a small team. Following a realistic example, this book guides readers through the theory of big data systems, how to implement them in practice, and how to deploy and operate them once they're built. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Book Web-scale applications like social networks, real-time analytics, or e-commerce sites deal with a lot of data, whose volume and velocity exceed the limits of traditional database systems. These applications require architectures built around clusters of machines to store and process data of any size, or speed. Fortunately, scale and simplicity are not mutually exclusive. Big Data teaches you to build big data systems using an architecture designed specifically to capture and analyze web-scale data. This book presents the Lambda Architecture, a scalable, easy-to-understand approach that can be built and run by a small team. You'll explore the theory of big data systems and how to implement them in practice. In addition to discovering a general framework for processing big data, you'll learn specific technologies like Hadoop, Storm, and NoSQL databases. This book requires no previous exposure to large-scale data analysis or NoSQL tools. Familiarity with traditional databases is helpful. What's Inside Introduction to big data systems Real-time processing of web-scale data Tools like Hadoop, Cassandra, and Storm Extensions to traditional database skills About the Authors Nathan Marz is the creator of Apache Storm and the originator of the Lambda Architecture for big data systems. James Warren is an analytics architect with a background in machine learning and scientific computing. Table of Contents A new paradigm for Big Data PART 1 BATCH LAYER Data model for Big Data Data model for Big Data: Illustration Data storage on the batch layer Data storage on the batch layer: Illustration Batch layer Batch layer: Illustration An example batch layer: Architecture and algorithms An example batch layer: Implementation PART 2 SERVING LAYER Serving layer Serving layer: Illustration PART 3 SPEED LAYER Realtime views Realtime views: Illustration Queuing and stream processing Queuing and stream processing: Illustration Micro-batch stream processing Micro-batch stream processing: Illustration Lambda Architecture in depth

Machine Learning and Big Data Analytics Paradigms: Analysis, Applications and Challenges-Aboul Ella Hassanien

Mobility Patterns, Big Data and Transport Analytics-Constantinos Antoniou 2018-11-27 Mobility Patterns, Big Data and Transport Analytics provides a guide to the new analytical framework and its relation to big data, focusing on capturing, predicting, visualizing and controlling mobility patterns - a key aspect of transportation modeling. The book features prominent international experts who provide overviews on new analytical frameworks, applications and concepts in mobility analysis and transportation systems. Users will find a detailed, mobility 'structural' analysis and a look at the extensive behavioral characteristics of transport, observability requirements and limitations for realistic transportation applications and transportation systems analysis that are related to complex processes and phenomena. This book bridges the gap between big data, data science, and transportation systems analysis with a study of big data's impact on mobility and an introduction to the tools necessary to apply new techniques. The book covers in detail, mobility 'structural' analysis (and its dynamics), the extensive behavioral characteristics of transport, observability requirements and limitations for realistic transportation applications, and transportation systems analysis related to complex processes and phenomena. The book bridges the gap between big data, data science, and Transportation Systems Analysis with a study of big data's impact on mobility, and an introduction to the tools necessary to apply new techniques. Guides readers through the paradigm-shifting opportunities and challenges of handling Big Data in transportation modeling and analytics Covers current analytical innovations focused on capturing, predicting, visualizing, and controlling mobility patterns, while discussing future trends Delivers an introduction to transportation-related information advances, providing a benchmark reference by world-leading experts in the field Captures and manages mobility patterns, covering multiple purposes and alternative transport modes, in a multi-disciplinary approach Companion website features videos showing the analyses performed, as well as test codes and data-sets, allowing readers to recreate the presented analyses and apply the highlighted techniques to their own data

Big Data Analytics with Spark-Mohammed Guller 2015-12-29 Big Data Analytics with Spark is a step-by-step guide for learning Spark, which is an open-source fast and general-purpose cluster computing framework for large-scale data analysis. You will learn how to use Spark for different types of big data analytics

projects, including batch, interactive, graph, and stream data analysis as well as machine learning. In addition, this book will help you become a much sought-after Spark expert. Spark is one of the hottest Big Data technologies. The amount of data generated today by devices, applications and users is exploding. Therefore, there is a critical need for tools that can analyze large-scale data and unlock value from it. Spark is a powerful technology that meets that need. You can, for example, use Spark to perform low latency computations through the use of efficient caching and iterative algorithms; leverage the features of its shell for easy and interactive Data analysis; employ its fast batch processing and low latency features to process your real time data streams and so on. As a result, adoption of Spark is rapidly growing and is replacing Hadoop MapReduce as the technology of choice for big data analytics. This book provides an introduction to Spark and related big-data technologies. It covers Spark core and its add-on libraries, including Spark SQL, Spark Streaming, GraphX, and MLlib. Big Data Analytics with Spark is therefore written for busy professionals who prefer learning a new technology from a consolidated source instead of spending countless hours on the Internet trying to pick bits and pieces from different sources. The book also provides a chapter on Scala, the hottest functional programming language, and the program that underlies Spark. You'll learn the basics of functional programming in Scala, so that you can write Spark applications in it. What's more, Big Data Analytics with Spark provides an introduction to other big data technologies that are commonly used along with Spark, like Hive, Avro, Kafka and so on. So the book is self-sufficient; all the technologies that you need to know to use Spark are covered. The only thing that you are expected to know is programming in any language. There is a critical shortage of people with big data expertise, so companies are willing to pay top dollar for people with skills in areas like Spark and Scala. So reading this book and absorbing its principles will provide a boost—possibly a big boost—to your career.

Big Data-Nasir Raheem 2019-02-21 Big Data: A Tutorial-Based Approach explores the tools and techniques used to bring about the marriage of structured and unstructured data. It focuses on Hadoop Distributed Storage and MapReduce Processing by implementing (i) Tools and Techniques of Hadoop Eco System, (ii) Hadoop Distributed File System Infrastructure, and (iii) efficient MapReduce processing. The book includes Use Cases and Tutorials to provide an integrated approach that answers the 'What', 'How', and 'Why' of Big Data. Features Identifies the primary drivers of Big Data Walks readers through the theory, methods and technology of Big Data Explains how to handle the 4 V's of Big Data in order to extract value for better business decision making Shows how and why data connectors are critical and necessary for Agile text analytics Includes in-depth tutorials to perform necessary set-ups, installation, configuration and execution of important tasks Explains the command line as well as GUI interface to a powerful data exchange tool between Hadoop and legacy r-dbms databases

Big Data Analytics Strategies for the Smart Grid-Carol L. Stimmel 2016-04-19 By implementing a comprehensive data analytics program, utility companies can meet the continually evolving challenges of modern grids that are operationally efficient, while reconciling the demands of greenhouse gas legislation and establishing a meaningful return on investment from smart grid deployments.Readable and accessible, Big Data Analytic

Big Data for Managers-Atal Malviya 2018-12-18 In today's fast growing digital world, the web, mobile, social networks and other digital platforms are producing enormous amounts of data that hold intelligence and valuable information. Correctly used it has the power to create sustainable value in different forms for businesses. The commonly used term for this data is Big Data, which includes structured, unstructured and hybrid structured data. However, Big Data is of limited value unless insightful information can be extracted from the sources of data. The solution is Big Data analytics, and how managers and executives can capture value from this vast resource of information and insights. This book develops a simple framework and a non-technical approach to help the reader understand, digest and analyze data, and produce meaningful analytics to make informed decisions. It will support value creation within businesses, from customer care to product innovation, from sales and marketing to operational performance. The authors provide multiple case studies on global industries and business units, chapter summaries and discussion questions for the reader to consider and explore. Big Data for Managers also presents small cases and challenges for the reader to work on – making this a thorough and practical guide for students and managers.

Big Data Analysis: New Algorithms for a New Society-Nathalie Japkowicz 2015-12-16 This edited volume is devoted to Big Data Analysis from a Machine Learning standpoint as presented by some of the most eminent researchers in this area. It demonstrates that Big Data Analysis opens up new research problems which were either never considered before, or were only considered within a limited range. In addition to providing methodological discussions on the principles of mining Big Data and the difference between traditional statistical data analysis and newer computing frameworks, this book presents recently developed algorithms affecting such areas as business, financial forecasting, human mobility, the Internet of Things, information networks, bioinformatics,

medical systems and life science. It explores, through a number of specific examples, how the study of Big Data Analysis has evolved and how it has started and will most likely continue to affect society. While the benefits brought upon by Big Data Analysis are underlined, the book also discusses some of the warnings that have been issued concerning the potential dangers of Big Data Analysis along with its pitfalls and challenges.

The Big Data Agenda-Annika Richterich 2018-04-13 This book highlights that the capacity for gathering, analysing, and utilising vast amounts of digital (user) data raises significant ethical issues. Annika Richterich provides a systematic contemporary overview of the field of critical data studies that reflects on practices of digital data collection and analysis. The book assesses in detail one big data research area: biomedical studies, focused on epidemiological surveillance. Specific case studies explore how big data have been used in academic work. The Big Data Agenda concludes that the use of big data in research urgently needs to be considered from the vantage point of ethics and social justice. Drawing upon discourse ethics and critical data studies, Richterich argues that entanglements between big data research and technology/ internet corporations have emerged. In consequence, more opportunities for discussing and negotiating emerging research practices and their implications for societal values are needed.

Big Data, Mining, and Analytics-Stephan Kudyba 2014-03-12 There is an ongoing data explosion transpiring that will make previous creations, collections, and storage of data look trivial. Big Data, Mining, and Analytics: Components of Strategic Decision Making ties together big data, data mining, and analytics to explain how readers can leverage them to extract valuable insights from their data. Facilitati

Big Data-Kuan-Ching Li 2015-02-23 As today's organizations are capturing exponentially larger amounts of data than ever, now is the time for organizations to rethink how they digest that data. Through advanced algorithms and analytics techniques, organizations can harness this data, discover hidden patterns, and use the newly acquired knowledge to achieve competitive advantages.Pre

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