

BIG DATA



USING
SMART BIG DATA
ANALYTICS AND
METRICS TO MAKE
BETTER DECISIONS
AND IMPROVE
PERFORMANCE

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Big Data Using Smart Big Data Analytics And Metrics To Make Better Decisions And Improve Performance Epub

Mansaf Alam, Kiran Chaudhary



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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

Big Data Revolution Rob Thomas, Patrick McSharry, 2015-03-02 Exploit the power and potential of Big Data to revolutionize business outcomes Big Data Revolution is a guide to improving performance making better decisions and transforming business through the effective use of Big Data In this collaborative work by an IBM Vice President of Big Data Products and an Oxford Research Fellow this book presents inside stories that demonstrate the power and potential of Big Data within the business realm Readers are guided through tried and true methodologies for getting more out of data and using it to the utmost advantage This book describes the major trends emerging in the field the pitfalls and triumphs being experienced and the many considerations surrounding Big Data all while guiding readers toward better decision making from the perspective of a data scientist Companies are generating data faster than ever before and managing that data has become a major challenge With the right strategy Big Data can be a powerful tool for creating effective business solutions but deep understanding is key when applying it to individual business needs Big Data Revolution provides the insight executives need to incorporate Big Data into a better business strategy improving outcomes with innovation and efficient use of technology Examine the major emerging patterns in Big Data Consider the debate surrounding the ethical use of data Recognize patterns and improve personal and organizational performance Make more informed decisions with quantifiable results In an information society it is becoming increasingly important to make sense of data in an economically viable way It can drive new revenue streams and give companies a competitive advantage providing a way forward for businesses navigating an increasingly complex marketplace Big Data Revolution provides expert insight on the tool that can revolutionize industries

Big Data For Small Business For Dummies Bernard Marr, 2015-11-25 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 in Practice Bernard Marr,2016-05-02 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 MBA](#) Bill Schmarzo,2015-12-11 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

Practical Big Data Analytics Nataraj Dasgupta, 2018-01-15 Get command of your organizational Big Data using the power of data science and analytics Key Features A perfect companion to boost your Big Data storing processing analyzing skills to help you take informed business decisions Work with the best tools such as Apache Hadoop R Python and Spark for NoSQL platforms to perform massive online analyses Get expert tips on statistical inference machine learning mathematical modeling and data visualization for Big Data Book Description Big Data analytics relates to the strategies used by organizations to collect organize and analyze large amounts of data to uncover valuable business insights that otherwise cannot be analyzed through traditional systems Crafting an enterprise scale cost efficient Big Data and machine learning solution to uncover insights and value from your organization's data is a challenge Today with hundreds of new Big Data systems machine learning packages and BI Tools selecting the right combination of technologies is an even greater challenge This book will help you do that With the help of this guide you will be able to bridge the gap between the theoretical world of technology with the practical ground reality of building corporate Big Data and data science platforms You will get hands on exposure to Hadoop and Spark build machine learning dashboards using R and R Shiny create web based apps using NoSQL databases such as MongoDB and even learn how to write R code for neural networks By the end of the book you will have a very clear and concrete understanding of what Big Data analytics means how it drives revenues for organizations and how you can develop your own Big Data analytics solution using different tools and methods articulated in this book What you will learn Get a 360 degree view into the world of Big Data data science and machine learning Broad range of technical and business Big Data analytics topics that caters to the interests of the technical experts as well as corporate IT executives Get hands on experience with industry standard Big Data and machine learning tools such as Hadoop Spark MongoDB KDB and R Create production grade machine learning BI Dashboards using R and R Shiny with step by step instructions Learn how to combine open source Big Data machine learning and BI Tools to create low cost business analytics applications Understand corporate strategies for

successful Big Data and data science projects Go beyond general purpose analytics to develop cutting edge Big Data applications using emerging technologies Who this book is for The book is intended for existing and aspiring Big Data professionals who wish to become the go to person in their organization when it comes to Big Data architecture analytics and governance While no prior knowledge of Big Data or related technologies is assumed it will be helpful to have some programming experience

Big Data Analytics Mansaf Alam,Kiran Chaudhary,2022-11-02 This book includes various topics related to marketing and business analytics It is written to help organizations increase their profits by making better decisions This book is meant for students practitioners industry professionals researchers and faculty working in the field of commerce marketing and big data analytics

From Big Data to Smart Data Fernando Iafrate,2015-02-26 A pragmatic approach to Big Data by taking the reader on a journey between Big Data what it is and the Smart Data what it is for Today s decision making can be reached via information related to the data knowledge related to people and processes and timing the capacity to decide act and react at the right time The huge increase in volume of data traffic and its format unstructured data such as blogs logs and video generated by the digitalization of our world modifies radically our relationship to the space in motion and time dimension and by capillarity the enterprise vision of performance monitoring and optimization

Think Bigger Mark Van Rijmenam,2014-04-03 Offering real world insight and explanations this book provides a roadmap for organizations looking to develop a profitable big data strategy and reveals why it s not something they can leave to the I T department Big data the enormous amount of data that is created as virtually every movement transaction and choice we make becomes digitized is revolutionizing business Sharing best practices from companies that have implemented a big data strategy including Walmart InterContinental Hotel Group Walt Disney and Shell this helpful resource covers the most important big data trends affecting organizations as well as key technologies like Hadoop and MapReduce and several crucial types of analyses In *Think Bigger* you will find guidance on topics such as how to ensure security respecting the privacy rights of consumers and how big data is impacting specific industries and where opportunities can be found Big data is changing the way businesses and even governments are operated and managed *Think Bigger* is an essential resource for anyone who wants to ensure that their company isn t left in the dust

The Big Data-Driven Business Russell Glass,Sean Callahan,2014-11-24 Get the expert perspective and practical advice on big data The Big Data Driven Business How to Use Big Data to Win Customers Beat Competitors and Boost Profits makes the case that big data is for real and more than just big hype The book uses real life examples from Nate Silver to Copernicus and Apple to Blackberry to demonstrate how the winners of the future will use big data to seek the truth Written by a marketing journalist and the CEO of a multi million dollar B2B marketing platform that reaches more than 90% of the U S business population this book is a comprehensive and accessible guide on how to win customers beat competitors and boost the bottom line with big data The marketplace has entered an era where the customer holds all the cards With unprecedented choice in both the consumer world and the B2B

world it s imperative that businesses gain a greater understanding of their customers and prospects Big data is the key to this insight because it provides a comprehensive view of a company s customers who they are and who they may be tomorrow The Big Data Driven Business is a complete guide to the future of business as seen through the lens of big data with expert advice on real world applications Learn what big data is and how it will transform the enterprise Explore why major corporations are betting their companies on marketing technology Read case studies of big data winners and losers Discover how to change privacy and security and remodel marketing Better information allows for better decisions better targeting and better reach Big data has become an indispensable tool for the most effective marketers in the business and it s becoming less of a competitive advantage and more like an industry standard Remaining relevant as the marketplace evolves requires a full understanding and application of big data and The Big Data Driven Business provides the practical guidance businesses need

Big Data Analytics Soraya Sedkaoui,Mounia Khelfaoui,Nadjat Kadi,2021-07-04 This volume explores the diverse applications of advanced tools and technologies of the emerging field of big data and their evidential value in business It examines the role of analytics tools and methods of using big data in strengthening businesses to meet today s information challenges and shows how businesses can adapt big data for effective businesses practices This volume shows how big data and the use of data analytics is being effectively adopted more frequently especially in companies that are looking for new methods to develop smarter capabilities and tackle challenges in dynamic processes Many illustrative case studies are presented that highlight how companies in every sector are now focusing on harnessing data to create a new way of doing business

Big Data for the Greater Good Ali Emrouznejad,Vincent Charles,2018-07-13 This book highlights some of the most fascinating current uses thought provoking changes and biggest challenges that Big Data means for our society The explosive growth of data and advances in Big Data analytics have created a new frontier for innovation competition productivity and well being in almost every sector of our society as well as a source of immense economic and societal value From the derivation of customer feedback based insights to fraud detection and preserving privacy better medical treatments agriculture and food management and establishing low voltage networks many innovations for the greater good can stem from Big Data Given the insights it provides this book will be of interest to both researchers in the field of Big Data and practitioners from various fields who intend to apply Big Data technologies to improve their strategic and operational decision making processes

Taming The Big Data Tidal Wave Bill Franks,2012-03-19 You receive an e mail It contains an offer for a complete personal computer system It seems like the retailer read your mind since you were exploring computers on their web site just a few hours prior As you drive to the store to buy the computer bundle you get an offer for a discounted coffee from the coffee shop you are getting ready to drive past It says that since you re in the area you can get 10% off if you stop by in the next 20 minutes As you drink your coffee you receive an apology from the manufacturer of a product that you complained about yesterday on your Facebook page as well as on the company s web site Finally once

you get back home you receive notice of a special armor upgrade available for purchase in your favorite online video game It is just what is needed to get past some spots you've been struggling with Sound crazy Are these things that can only happen in the distant future No All of these scenarios are possible today Big data Advanced analytics Big data analytics It seems you can't escape such terms today Everywhere you turn people are discussing writing about and promoting big data and advanced analytics Well you can now add this book to the discussion What is real and what is hype Such attention can lead one to the suspicion that perhaps the analysis of big data is something that is more hype than substance While there has been a lot of hype over the past few years the reality is that we are in a transformative era in terms of analytic capabilities and the leveraging of massive amounts of data If you take the time to cut through the sometimes over zealous hype present in the media you'll find something very real and very powerful underneath it With big data the hype is driven by genuine excitement and anticipation of the business and consumer benefits that analyzing it will yield over time Big data is the next wave of new data sources that will drive the next wave of analytic innovation in business government and academia These innovations have the potential to radically change how organizations view their business The analysis that big data enables will lead to decisions that are more informed and in some cases different from what they are today It will yield insights that many can only dream about today As you'll see there are many consistencies with the requirements to tame big data and what has always been needed to tame new data sources However the additional scale of big data necessitates utilizing the newest tools technologies methods and processes The old way of approaching analysis just won't work It is time to evolve the world of advanced analytics to the next level That's what this book is about Taming the Big Data Tidal Wave isn't just the title of this book but rather an activity that will determine which businesses win and which lose in the next decade By preparing and taking the initiative organizations can ride the big data tidal wave to success rather than being pummeled underneath the crushing surf What do you need to know and how do you prepare in order to start taming big data and generating exciting new analytics from it Sit back get comfortable and prepare to find out

Big Data Revolution Rob Thomas, 2015

Exploit the power and potential of Big Data to revolutionize business outcomes Big Data Revolution is a guide to improving performance making better decisions and transforming business through the effective use of Big Data In this collaborative work by an IBM Vice President of Big Data Products and an Oxford Research Fellow this book presents inside stories that demonstrate the power and potential of Big Data within the business realm Readers are guided through tried and true methodologies for getting more out of data and using it to the utmost advantage This book describes the major trends emerging in the field the pitfalls and triumphs being experienced and the many considerations surrounding Big Data all while guiding readers toward better decision making from the perspective of a data scientist Companies are generating data faster than ever before and managing that data has become a major challenge With the right strategy Big Data can be a powerful tool for creating effective business solutions but deep understanding is key when applying it to individual business needs Big

Data Revolution provides the insight executives need to incorporate Big Data into a better business strategy improving outcomes with innovation and efficient use of technology Examine the major emerging patterns in Big Data Consider the debate surrounding the ethical use of data Recognize patterns and improve personal and organizational performance Make more informed decisions with quantifiable results In an information society it is becoming increasingly important to make sense of data in an economically viable way It can drive new revenue streams and give companies a competitive advantage providing a way forward for businesses navigating an increasingly complex marketplace Big Data Revolution provides expert insight on the tool that can revolutionize industries

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 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

Big Data, Data Mining, and Machine Learning Jared Dean, 2014-05-07 With big data analytics comes big insights into profitability Big data is big business But having the data and the computational power to process it isn t nearly enough to produce meaningful results Big Data Data Mining and Machine Learning Value Creation for Business Leaders and Practitioners is a complete resource for technology and marketing executives looking to cut through the hype and produce real results that hit

the bottom line Providing an engaging thorough overview of the current state of big data analytics and the growing trend toward high performance computing architectures the book is a detail driven look into how big data analytics can be leveraged to foster positive change and drive efficiency With continued exponential growth in data and ever more competitive markets businesses must adapt quickly to gain every competitive advantage available Big data analytics can serve as the linchpin for initiatives that drive business but only if the underlying technology and analysis is fully understood and appreciated by engaged stakeholders This book provides a view into the topic that executives managers and practitioners require and includes A complete overview of big data and its notable characteristics Details on high performance computing architectures for analytics massively parallel processing MPP and in memory databases Comprehensive coverage of data mining text analytics and machine learning algorithms A discussion of explanatory and predictive modeling and how they can be applied to decision making processes Big Data Data Mining and Machine Learning provides technology and marketing executives with the complete resource that has been notably absent from the veritable libraries of published books on the topic Take control of your organization s big data analytics to produce real results with a resource that is comprehensive in scope and light on hyperbole

New Paradigms in Big Data Technology and

Business Analytics Srikanta Patnaik, Madjid Tavana, Vipul Jain, 2025-07-11 New Paradigms in Big Data Technology and Business Analytics emphasize the integration of Big Data Technology and Business Analytics enables organizations to transform vast volumes of data into strategic insights driving smarter decisions operational efficiency and innovative growth This volume presents a comprehensive exploration of the evolving landscape of Big Data Technology and Business Analytics showcasing transformative approaches that are reshaping industries and research alike It highlights the integration of advanced tools such as artificial intelligence machine learning data mining and cloud infrastructure to drive intelligent decision making and operational efficiency Focusing on both theoretical frameworks and real world case studies this book explores into five essential domains Big Data Infrastructure and Technologies Data Mining and Machine Learning Big Data Applications and Case Studies Business Intelligence and Decision Support and Data Governance and Ethics By merging theoretical knowledge with practical applications this book equips educators researchers practitioners and students with actionable insights into how data driven strategies can unlock sustainable growth and innovation across sectors With a forward thinking vision it addresses key issues like data privacy algorithmic fairness and strategic deployment of analytics in diverse environments By blending emerging technologies with practical applications this book serves as a roadmap for anyone aiming to harness the full potential of big data to reshape modern business and society *Creating Value with Big Data Analytics* Peter C. Verhoef, Edwin Kooge, Natasha Walk, 2016 Our newly digital world is generating an almost unimaginable amount of data about all of us Such a vast amount of data is useless without plans and strategies that are designed to cope with its size and complexity and which enable organisations to leverage the information to create value This

book is a refreshingly practical yet theoretically sound roadmap to leveraging big data and analytics Creating Value with Big Data Analytics provides a nuanced view of big data development arguing that big data in itself is not a revolution but an evolution of the increasing availability of data that has been observed in recent times Building on the authors extensive academic and practical knowledge this book aims to provide managers and analysts with strategic directions and practical analytical solutions on how to create value from existing and new big data By tying data and analytics to specific goals and processes for implementation this is a much needed book that will be essential reading for students and specialists of data analytics marketing research and customer relationship management Big Data and Business Analytics Jay

Liebowitz,2013-04-23 The chapters in this volume offer useful case studies technical roadmaps lessons learned and a few prescriptions to do this avoid that From the Foreword by Joe LaCugna Ph D Enterprise Analytics and Business Intelligence Starbucks Coffee Company With the growing barrage of big data it becomes vitally important for organizations to make sense of this data and information in a timely and effective way That s where analytics come into play Research shows that organizations that use business analytics to guide their decision making are more productive and experience higher returns on equity Big Data and Business Analytics helps you quickly grasp the trends and techniques of big data and business analytics to make your organization more competitive Packed with case studies this book assembles insights from some of the leading experts and organizations worldwide Spanning industry government not for profit organizations and academia they share valuable perspectives on big data domains such as cybersecurity marketing emergency management healthcare finance and transportation Understand the trends potential and challenges associated with big data and business analytics Get an overview of machine learning advanced statistical techniques and other predictive analytics that can help you solve big data issues Learn from VPs of Big Data Insights Analytics via case studies of Fortune 100 companies government agencies universities and not for profits Big data problems are complex This book shows you how to go from being data rich to insight rich improving your decision making and creating competitive advantage Author Jay Liebowitz recently had an article published in The World Financial Review www.worldfinancialreview.com p 1904

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