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## **CORDOVA ANGELICA**

*Business Intelligence Strategy and Big Data Analytics* IGI Global

Why is big data analytics one of the hottest business topics today? This book will help accountants and financial managers better understand big data and analytics, including its history and current trends. It dives into the platforms and operating tools that will help you measure program impacts and ROI, visualize data and business processes, and uncover the relationship between key performance indicators. Key topics covered include: Evidence-based techniques for finding or generating data, selecting key performance indicators, isolating program effects Relating data to return on investment, financial values, and executive decision making Data sources including surveys, interviews, customer satisfaction, engagement, and operational data Visualizing and presenting complex results

**Mobility Patterns, Big Data and Transport Analytics** John Wiley & Sons

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](http://www.wiley.com/go/9781118876138). Get started discovering, analyzing, visualizing, and presenting data in a meaningful way today!

**Big Data Analytics with Hadoop 3** CRC Press

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

**A Closer Look at Big Data Analytics** Packt Publishing Ltd

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 For Dummies* John Wiley & Sons

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.

**Big Data and Analytics** Springer

Big data is defined as collections of datasets whose volume, velocity or variety is so large that it is difficult to store, manage, process and analyze the data using traditional databases and data processing tools. We have written this textbook to meet this need at colleges and universities, and also for big data service providers.

**Analytics in a Big Data World** John Wiley & Sons

Technological advancements in computing have changed how data is leveraged by businesses to develop, grow, and innovate. In recent years, leading analytical companies have begun to realize the value in their vast holdings of customer data and have found ways to leverage this untapped potential. Now, more firms are following suit and looking to monetize Big Data for big profits. Such changes will have implications for both businesses and consumers in the coming years. In *From Big Data to Big Profits*, Russell Walker investigates the use of Big Data to stimulate innovations in operational effectiveness and business growth. Walker examines the nature of Big Data and how businesses can use it to create new monetization opportunities. Using case studies of Apple, Netflix, Google, LinkedIn, Zillow, Amazon, and other leaders in the use of Big Data, Walker explores how digital platforms such as mobile apps and social networks are changing the nature of customer interactions and the way Big Data is created and used by companies. Such changes, as Walker points out, will require careful consideration of legal and unspoken business practices as they affect consumer privacy. Companies looking to develop a Big Data strategy will find great value in the SIGMA framework, which he has developed to assess companies for Big Data readiness and provide direction on the steps necessary to get the most from Big Data. Rigorous

and meticulous, *From Big Data to Big Profits* is a valuable resource for students, researchers, and professionals with an interest in Big Data, digital platforms, and analytics

*Handbook of Big Data Analytics* Elsevier

Explore big data concepts, platforms, analytics, and their applications using the power of Hadoop 3 Key Features Learn Hadoop 3 to build effective big data analytics solutions on-premise and on cloud Integrate Hadoop with other big data tools such as R, Python, Apache Spark, and Apache Flink Exploit big data using Hadoop 3 with real-world examples Book Description Apache Hadoop is the most popular platform for big data processing, and can be combined with a host of other big data tools to build powerful analytics solutions. Big Data Analytics with Hadoop 3 shows you how to do just that, by providing insights into the software as well as its benefits with the help of practical examples. Once you have taken a tour of Hadoop 3's latest features, you will get an overview of HDFS, MapReduce, and YARN, and how they enable faster, more efficient big data processing. You will then move on to learning how to integrate Hadoop with the open source tools, such as Python and R, to analyze and visualize data and perform statistical computing on big data. As you get acquainted with all this, you will explore how to use Hadoop 3 with Apache Spark and Apache Flink for real-time data analytics and stream processing. In addition to this, you will understand how to use Hadoop to build analytics solutions on the cloud and an end-to-end pipeline to perform big data analysis using practical use cases. By the end of this book, you will be well-versed with the analytical capabilities of the Hadoop ecosystem. You will be able to build powerful solutions to perform big data analytics and get insight effortlessly. What you will learn Explore the new features of Hadoop 3 along with HDFS, YARN, and MapReduce Get well-versed with the analytical capabilities of Hadoop ecosystem using practical examples Integrate Hadoop with R and Python for more efficient big data processing Learn to use Hadoop with Apache Spark and Apache Flink for real-time data analytics Set up a Hadoop cluster on AWS cloud Perform big data analytics on AWS using Elastic Map Reduce Who this book is for Big Data Analytics with Hadoop 3 is for you if you are looking to build high-performance analytics solutions for your enterprise or business using Hadoop 3's powerful features, or you're new to big data analytics. A basic understanding of the Java programming language is required.

**Data Science and Big Data Analytics** Elsevier

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 Analytics* Routledge

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.

*Mathematical Foundations of Big Data Analytics* Packt Publishing Ltd

"The application of big data analytics in all fields of research is a critical driver for the competitiveness of all countries in the modern world. Currently, governments and industry generate large amounts of data driven by record keeping, compliance, regulations, data privacy, and dynamic requirements, and thus there is a need to create better mechanisms to analyse data, and hence support organizational development, as well as providing aid to policymakers' decision-making processes. In this context, there are emerging disruptive opportunities because of Big Data: new business models, and vertical industry segments will emerge through shared relationships with all the stakeholders, and big data analytics is a major asset to support these dynamic relationships. This book was developed with the objective of analysing some of those challenges while at the same time providing a perspective of the potential of big data analytics, and the importance that analytics have for managers and for policymakers, to help define new strategies and new public policies, respectively. The book is focused on different sectors of activity (i.e. the Health sector, Public Administration, the Education sector, among others), and on different economic dimensions (i.e. Entrepreneurship, and Innovation) and links big data analytics to different fields of research, such as artificial intelligence and other emergent technologies; which are challenging organisations, governments, and societies, with the need to face the new imperative of being prepared for the very uncertain and tremendously complex future - in which big data analytics will play a very decisive and active role"--

*Big Data Analytics* Academic Press

A handy reference guide for data analysts and data scientists to help to obtain value from big data analytics using Spark on Hadoop clusters About This Book This book is based on the latest 2.0 version of Apache Spark and 2.7 version of Hadoop integrated with most commonly used tools. Learn all Spark stack components including latest topics such as DataFrames, DataSets, GraphFrames, Structured Streaming, DataFrame based ML Pipelines and SparkR. Integrations with frameworks such as HDFS, YARN and tools such as Jupyter, Zeppelin, NiFi, Mahout, HBase Spark Connector, GraphFrames, H2O and Hivemall. Who This Book Is For Though this book is primarily aimed at data analysts and data scientists, it will also help architects, programmers, and practitioners. Knowledge of either Spark or Hadoop would be beneficial. It is assumed that you have basic programming background in Scala, Python, SQL, or R programming with basic Linux experience. Working experience within big data environments is not mandatory. What You Will Learn Find out and implement the tools and techniques of big data analytics using Spark on Hadoop clusters with wide variety of tools used with Spark and Hadoop Understand all the Hadoop and Spark ecosystem components Get to know all the Spark components: Spark Core, Spark SQL, DataFrames, DataSets, Conventional and Structured Streaming, MLLib, ML Pipelines and GraphX See batch and real-time data analytics using Spark Core, Spark SQL, and Conventional and Structured Streaming Get to grips with data science and machine learning using MLLib, ML Pipelines, H2O, Hivemall, GraphX, SparkR and Hivemall. In Detail Big Data Analytics book aims at providing the fundamentals of Apache Spark and Hadoop. All Spark components - Spark Core, Spark SQL, DataFrames, Data sets, Conventional Streaming, Structured Streaming, MLib, GraphX and Hadoop core components - HDFS, MapReduce and Yarn are explored in greater depth with implementation examples on Spark + Hadoop clusters. It is moving away from MapReduce to Spark. So, advantages of Spark over MapReduce are explained at great depth to reap benefits of in-memory speeds. DataFrames API, Data Sources API and new Data set API are explained for building Big Data analytical applications. Real-time data analytics using Spark Streaming with Apache Kafka and HBase is covered to help building streaming applications. New Structured

streaming concept is explained with an IOT (Internet of Things) use case. Machine learning techniques are covered using MLLib, ML Pipelines and SparkR and Graph Analytics are covered with GraphX and GraphFrames components of Spark. Readers will also get an opportunity to get started with web based notebooks such as Jupyter, Apache Zeppelin and data flow tool Apache NiFi to analyze and visualize data. Style and approach This step-by-step pragmatic guide will make life easy no matter what your level of experience. You will deep dive into Apache Spark on Hadoop clusters through ample exciting real-life examples. Practical tutorial explains data science in simple terms to help programmers and data analysts get started with Data Science

*Big Data and Health Analytics* John Wiley & Sons

Unique prospective on the big data analytics phenomenon for both business and IT professionals The availability of Big Data, low-cost commodity hardware and new information management and analytics software has produced a unique moment in the history of business. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. These capabilities are neither theoretical nor trivial. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue and profitability. The Age of Big Data is here, and these are truly revolutionary times. This timely book looks at cutting-edge companies supporting an exciting new generation of business analytics. Learn more about the trends in big data and how they are impacting the business world (Risk, Marketing, Healthcare, Financial Services, etc.) Explains this new technology and how companies can use them effectively to gather the data that they need and glean critical insights Explores relevant topics such as data privacy, data visualization, unstructured data, crowd sourcing data scientists, cloud computing for big data, and much more.

*Engaging Customers Using Big Data* Apress

The availability of big data, low-cost commodity hardware, and new information management and analytic software have produced a unique moment in the history of data analysis. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue, and profitability especially in digital marketing. Data plays a huge role in understanding valuable insights about target demographics and customer preferences. From every interaction with technology, regardless of whether it is active or passive, we are creating new data that can describe us. If analyzed correctly, these data points can explain a lot about our behavior, personalities, and life events. Companies can leverage these insights for product improvements, business strategy, and marketing campaigns to cater to the target customers. Big Data Analytics for Improved Accuracy, Efficiency, and Decision Making in Digital Marketing aids understanding of big data in terms of digital marketing for meaningful analysis of information that can improve marketing efforts and strategies using the latest digital techniques. The chapters cover a wide array of essential marketing topics and techniques, including search engine marketing, consumer behavior, social media marketing, online advertising, and how they interact with big data. This book is essential for professionals and researchers working in the field of analytics, data, and digital marketing, along with marketers, advertisers, brand managers, social media specialists, managers, sales professionals, practitioners, researchers, academicians, and students looking for the latest information on how big data is being used in digital marketing strategies.

*Analytics in a Big Data World* Elsevier

Apply predictive analytics throughout all stages of workforce management People Analytics in the Era of Big Data provides a blueprint for leveraging your talent pool through the use of data analytics. Written by the Global Vice President of Business Intelligence and Predictive Analytics at Monster Worldwide, this book is packed full of actionable insights to help you source, recruit, acquire, engage, retain, promote, and manage the exceptional talent your organization needs. With a unique approach that applies analytics to every stage of the hiring process and the entire workforce planning and management cycle, this informative guide provides the key perspective that brings analytics into HR in a truly useful way. You're already inundated with disparate employee data, so why not mine that data for insights that add value to your organization and strengthen your workforce? This book presents a practical framework for real-world talent analytics, backed by groundbreaking examples of workforce analytics in action across the U.S., Canada, Europe, Asia, and Australia. Leverage predictive analytics throughout the hiring process Utilize analytics techniques for more effective workforce management Learn how people analytics benefits organizations of all sizes in various industries Integrate analytics into HR practices

seamlessly and thoroughly Corporate executives need fact-based insights into what will happen with their talent. Who should you hire? Who should you promote? Who are the top or bottom performers, and why? Who is at risk to quit, and why? Analytics can provide these answers, and give you insights based on quantifiable data instead of gut feeling and subjective assessment. People Analytics in the Era of Big Data is the essential guide to optimizing your workforce with the tools already at your disposal.

*From Big Data to Big Profits* IGI Global

Leverage the capabilities of SAS to process and analyze Big Data About This Book Combine SAS with platforms such as Hadoop, SAP HANA, and Cloud Foundry-based platforms for efficient Big Data analytics Learn how to use the web browser-based SAS Studio and iPython Jupyter Notebook interfaces with SAS Practical, real-world examples on predictive modeling, forecasting, optimizing and reporting your Big Data analysis with SAS Who This Book Is For SAS professionals and data analysts who wish to perform analytics on Big Data using SAS to gain actionable insights will find this book to be very useful. If you are a data science professional looking to perform large-scale analytics with SAS, this book will also help you. A basic understanding of SAS will be helpful, but is not mandatory. What You Will Learn Configure a free version of SAS in order to do hands-on exercises dealing with data management, analysis, and reporting. Understand the basic concepts of the SAS language which consists of the data step (for data preparation) and procedures (or PROCs) for analysis. Make use of the web browser based SAS Studio and iPython Jupyter Notebook interfaces for coding in the SAS, DS2, and FedSQL programming languages. Understand how the DS2 programming language plays an important role in Big Data preparation and analysis using SAS Integrate and work efficiently with Big Data platforms like Hadoop, SAP HANA, and cloud foundry based systems. In Detail SAS has been recognized by Money Magazine and Payscale as one of the top business skills to learn in order to advance one's career. Through innovative data management, analytics, and business intelligence software and services, SAS helps customers solve their business problems by allowing them to make better decisions faster. This book introduces the reader to the SAS and how they can use SAS to perform efficient analysis on any size data, including Big Data. The reader will learn how to prepare data for analysis, perform predictive, forecasting, and optimization analysis and then deploy or report on the results of these analyses. While performing the coding examples within this book the reader will learn how to use the web browser based SAS Studio and iPython Jupyter Notebook interfaces for working with SAS. Finally, the reader will learn how SAS's architecture is engineered and designed to scale up and/or out and be combined with the open source offerings such as Hadoop, Python, and R. By the end of this book, you will be able to clearly understand how you can efficiently analyze Big Data using SAS. Style and approach The book starts off by introducing the reader to SAS and the SAS programming language which provides data management, analytical, and reporting capabilities. Most chapters include hands on examples which highlights how SAS provides The Power to Know®. The reader will learn that if they are looking to perform large-scale data analysis that SAS provides an open platform engineered and designed to scale both up and out which allows the power of SAS to combine with open source offerings such as Hadoop, Python, and R.

*Big Data, Big Analytics* Springer

"Big Data Analytics is a field that dissects, efficiently extricates data from, or in any case manages informational indexes that are excessively huge or complex to be managed by customary information preparing application programming. Information with numerous cases (lines) offers more noteworthy factual force, while information with higher multifaceted nature may prompt a higher bogus disclosure rate. Enormous information challenges incorporate catching information, information stockpiling, information investigation, search, sharing, move, representation, and questioning, refreshing, data security and data source. Large information was initially connected with three key ideas: volume, variety and velocity. Consequently, huge information regularly incorporates information with sizes that surpass the limit of conventional programming to measure inside a satisfactory time and worth. Current utilization of the term enormous information will in general allude to the utilization of predictive analytics, user behavior analytics, or certain other progressed information investigation techniques that concentrate an incentive from information, and sometimes to a specific size of informational index. There is little uncertainty that the amounts of information now accessible are undoubtedly enormous, however that is not the most important quality of this new information biological system. Investigation of informational indexes can discover new relationships to spot business patterns or models. Researchers, business persons, clinical specialists, promoting and governments consistently meet challenges with huge

informational collections in territories including Internet look, fintech, metropolitan informatics, and business informatics. Researchers experience constraints in e-Science work, including meteorology, genomics, connectomics, complex material science reproductions, science and ecological exploration. The main objective of this book is to write about issues, challenges, opportunities, and solutions in novel research projects about big data in various domains. The topics of interest include, but are not limited to: efficient storage, management and sharing large scale of data; novel approaches for analyzing data using big data technologies; implementation of high performance and/or scalable and/or real-time computation algorithms for analyzing big data; usage of various data sources like historical data, social networking media, machine data and crowd-sourcing data; using machine learning, visual analytics, data mining, spatio-temporal data analysis and statistical inference in different domains (with large scale datasets); Legal and ethical issues and solutions for using, sharing and publishing large datasets; and the results of data analytics, security and privacy issues"--

**Big Data Analytics for Improved Accuracy, Efficiency, and Decision Making in Digital Marketing**  
Springer

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 with Spark** John Wiley & Sons

This book presents and discusses the main strategic and organizational challenges posed by Big Data and analytics in a manner relevant to both practitioners and scholars. The first part of the book analyzes strategic issues relating to the growing relevance of Big Data and analytics for competitive advantage, which is also attributable to empowerment of activities such as consumer profiling, market segmentation, and development of new products or services. Detailed consideration is also given to the strategic impact of Big Data and analytics on innovation in domains such as government and education and to Big Data-driven business models. The second part of the book addresses the impact of Big Data and analytics on management and organizations, focusing on challenges for governance, evaluation, and change management, while the concluding part reviews real examples of Big Data and analytics innovation at the global level. The text is supported by informative illustrations and case studies, so that practitioners can use the book as a toolbox to improve understanding and exploit business opportunities related to Big Data and analytics.

**Creating Value with Big Data Analytics** Morgan Kaufmann

Data availability is surpassing existing paradigms for governing, managing, analyzing, and interpreting health data. Big Data and Health Analytics provides frameworks, use cases, and examples that illustrate the role of big data and analytics in modern health care, including how public health information can inform health delivery. Written for health