

Big Data Demystified How To Use Big Data Data Science And Ai To Make Better Business Decisions And Gain Competitive Advantage | ed90c28dd26d1937bf963feba302eac7

Big Data Analytics with Hadoop 3 Training Effectiveness Measurement for Large Scale Programs: Demystified! Understanding Big Data: Analytics for Enterprise Class Hadoop and Streaming Data How to Get People to Do Stuff Big Data Demystified The Big Data-Driven Business Big Data Demystified Minitab Demystified Big Data in Practice Big Data: Concepts, Methodologies, Tools, and Applications Data Mining: Practical Machine Learning Tools and Techniques Big Data Demystified Driving Digital Strategy Web Analytics Demystified Demystifying Smart Cities Too Big to Ignore Data Warehousing in the Age of Big Data Nanotechnology Demystified Databases: A Beginner'S Gd. Why Startups Fail Pig Design Patterns Investing Demystified Cult of Analytics Big Data Universal Meta Data Models Big Data Fundamentals Heavenly Vaults Competition Demystified Big Data Confidence at Work Bad Data Handbook Enterprise Analytics Mushrooms Demystified The Enterprise Big Data Lake Big Data MBAPredictive Marketing Video Demystified Handbook of Research on Cloud Infrastructures for Big Data Analytics AI in Marketing, Sales and Service Internet of Things and Big Data Analytics Toward Next-Generation Intelligence

Confidence is the foundation of success. It empowers you to do more and do it better. While many of us have learnt to fake it to limited affect, how many of us can say that we have cultivated self-belief from within? By navigating the fascinating psychological theories and latest thinking, Confidence at Work takes you on a journey of self discovery to help you become bold, charismatic and influential at work. Beginning with an in-depth questionnaire to understand your 'confidence quotient,' it encompasses leading theories and insights including those of Daniel Goleman and Tony Buzan. Including twenty case studies of successful people from all walks of life, Confidence at Work will help you understand the reasons behind lack of confidence and overcome any hindrances, ensuring that you can handle difficult people with elegance, create your own personal brand and excel in your career. Big Data Demystified provides a compelling look at one of the most important trends of this decade--Big Data. In this highly accessible book, David Feinleib, producer of The Big Data Landscape and Big Data TV, covers the key aspects of Big Data. The book also includes the latest edition of The Big Data Landscape. Praise for Big Data Demystified "Big Data Demystified is a must-read for anyone interested in BigData."-Brad Feld, Managing Director, Foundry Group "Big Data Demystified is a comprehensive look at Big Data. David has taken a complex topic and simplified it for all of us."-Ken Stephens, Senior vice president, Xerox Cloud Solutions "David uncovers what matters most about Big Data: its business impact. Big Data Demystified is a road atlas for data-driven decision makers."-Michael E. Driscoll, CEO of Metamarkets "Every business leader looking to create competitive advantage through data should stop and read this book."-Roger Ehrenberg, Managing Partner, IA Ventures "If you want to understand one of the most important trends to come along in decades, Big Data Demystified is for you."-Cameron Myhrvold, Ignition Partners "Dave's book is an essential read for anyone who wants to expand their knowledge of what Big Data means for business, government, science, and ultimately for human kind."-Sanjay Mehta, vice president of product marketing, Splunk Inc. "Feinleib explains how Big Data can help you create a richer model of your organization and the wider world and recognize events you would not have discovered otherwise."-Lars Björk, CEO of QlikTech Big Data is a big topic, based on simple principles. Guided by leading expert in the field, David Stephenson, you will be amazed at how you can transform your company, and significantly improve KPIs across a broad range of business units and applications. Find out how an ecommerce company avoided two million product returns per year, how a newspaper saw triple-digit annual growth in digital subscriptions, how researchers in England learned to better detect pending cardiovascular problems, and how AI programs taught themselves to win games using techniques that even their human programmers didn't understand, all thanks to big data. Find out also how one company realized it could swap a million dollar hardware system with a twenty thousand dollar replacement. With simple and straightforward chapters that allow you to map examples onto your own business, Big Data Demystified will help you:

- Know which data is most useful to collect now and why it's important to start collecting that data as soon as possible.*
- Understand big data and data science and how they can help you reach your business goals and gain competitive advantage.*
- Use big data to understand where you are now and how you can improve in the future.*
- Understand factors in choosing a big data system, including whether to go with cloud-based solutions.*
- Construct your big data team in a way that supports an effective strategy and helps make your business more data-driven.*

BIG DATA MAKES A BIG DIFFERENCE
"Read this book! It is an essential guide to using data in a practical way that drives results." Ian McHenry, CEO Beyond Pricing "This is the book we've been missing: big data explained without the complexity." Marc Salomon, Professor in Decision Sciences and Dean at University of Amsterdam Business School

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"Big Data for the rest of us! I have never come across a book that is so full of practical advice, actionable examples and helpful explanations. Read this one book and start executing Big Data at your workplace tomorrow!" Tobias Wann CEO at @Leisure GroupAI and Algorithmics have already optimized and automated production and logistics processes. Now it is time to unleash AI on the administrative, planning and even creative procedures in marketing, sales and management. This book provides an easy-to-understand guide to assessing the value and potential of AI and Algorithmics. It systematically draws together the technologies and methods of AI with clear business scenarios on an entrepreneurial level. With interviews and case studies from those cutting edge businesses and executives who are already leading the way, this book shows you: how customer and market potential can be automatically identified and profiled; how media planning can be intelligently automated and optimized with AI and Big Data; how (chat)bots and digital assistants can make communication between companies and consumers more efficient and smarter; how you can optimize Customer Journeys based on Algorithmics and AI; and how to conduct market research in more efficient and smarter way. A decade from now, all businesses will be AI businesses – Gentsch shows you how to make sure yours makes that transition better than your competitors. What is bad data? Some people consider it a technical phenomenon, like missing values or malformed records, but bad data includes a lot more. In this handbook, data expert Q. Ethan McCallum has gathered 19 colleagues from every corner of the data arena to reveal how they've recovered from nasty data problems. From cranky storage to poor representation to misguided policy, there are many paths to bad data. Bottom line? Bad data is data that gets in the way. This book explains effective ways to get around it. Among the many topics covered, you'll discover how to: Test drive your data to see if it's ready for analysis Work spreadsheet data into a usable form Handle encoding problems that lurk in text data Develop a successful web-scraping effort Use NLP tools to reveal the real sentiment of online reviews Address cloud computing issues that can impact your analysis effort Avoid policies that create data analysis roadblocks Take a systematic approach to data quality analysis Need to learn Minitab? Problem Solved! Get started using Minitab right way with help from this hands-on guide. Minitab Demystified walks you through essential Minitab features and shows you how to apply them to solve statistical analysis problems. Featuring coverage of Minitab 16, this practical guide explores the Minitab interface and the full range of Minitab graphics, Distribution models, statistical intervals, hypothesis testing, and sample size calculations are clearly explained. The book covers modeling tools of regression and the design of experiments (DOE) as well as the industrial quality tools of measurement systems analysis, control charts, capability analysis, acceptance sampling, and reliability analysis. Detailed examples and concise explanations make it easy to understand the material, and end-of-chapter quizzes and a final exam help reinforce key concepts. It's a no-brainer! You'll learn about: Accessing powerful Minitab functions with the Minitab assistant Confidence, prediction, and tolerance intervals Designing and analyzing experiments with hard-to-change variables Statistical process control (SPC), Six Sigma applications, and quality control Predicting the economic impact of sampling Analyzing life data with additional variables Simple enough for a beginner, challenging enough for an advanced student, and thorough enough for a Six Sigma professional, Minitab Demystified is your shortcut to statistical analysis success! Written by a database technology instructor and bestselling author, this book offers a proven, self-paced technique for learning how to design, implement, maintain, and use databases. You can follow clear examples and step-by-step instructions that cover the fundamental concepts and demonstrate how to effectively apply them. With a focus on proper database design, Databases: A Beginner's Guide provides an introduction to Structured Query Language (SQL) and Microsoft Access. The book covers key topics such as security, data warehouse and data mart design techniques, storing complex data such as XML documents, and connecting databases to applications. Clouds are being positioned as the next-generation consolidated, centralized, yet federated IT infrastructure for hosting all kinds of IT platforms and for deploying, maintaining, and managing a wider variety of personal, as well as professional applications and services. Handbook of Research on Cloud Infrastructures for Big Data Analytics focuses exclusively on the topic of cloud-sponsored big data analytics for creating flexible and futuristic organizations. This book helps researchers and practitioners, as well as business entrepreneurs, to make informed decisions and consider appropriate action to simplify and streamline the arduous journey towards smarter enterprises. Big Data is a big topic, based on simple principles. Guided by leading expert in the field, David Stephenson, you will be amazed at how you can transform your company, and significantly improve KPIs across a broad range of business units and applications. Find out how an ecommerce company avoided two million product returns per year, how a newspaper saw triple-digit annual growth in digital subscriptions, how researchers in England learned to better detect pending cardiovascular problems, and how AI programs taught themselves to win games using techniques that even their human programmers didn't understand, all thanks to big data. Find out also how one company realized it could swap a million dollar hardware system with a twenty thousand dollar replacement. 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Demystified will help you: · Know which data is most useful to collect now and why it's important to start collecting that data as soon as possible. · Understand big data and data science and how they can help you reach your business goals and gain competitive advantage. · Use big data to understand where you are now and how you can improve in the future. · Understand factors in choosing a big data system, including whether to go with cloud-based solutions. · Construct your big data team in a way that supports an effective strategy and helps make your business more data-driven. **BIG DATA MAKES A BIG DIFFERENCE** "Read this book! It is an essential guide to using data in a practical way that drives results." Ian McHenry, CEO Beyond Pricing "This is the book we've been missing: big data explained without the complexity." Marc Salomon, Professor in Decision Sciences and Dean at University of Amsterdam Business School "Big Data for the rest of us! I have never come across a book that is so full of practical advice, actionable examples and helpful explanations. Read this one book and start executing Big Data at your workplace tomorrow!" Tobias Wann CEO at @Leisure Group 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 Warehousing in the Age of the Big Data will help you and your organization make the most of unstructured data with your existing data warehouse. As Big Data continues to revolutionize how we use data, it doesn't have to create more confusion. Expert author Krish Krishnan helps you make sense of how Big Data fits into the world of data warehousing in clear and concise detail. The book is presented in three distinct parts. Part 1 discusses Big Data, its technologies and use cases from early adopters. Part 2 addresses data warehousing, its shortcomings, and new architecture options, workloads, and integration techniques for Big Data and the data warehouse. Part 3 deals with data governance, data visualization, information life-cycle management, data scientists, and implementing a Big Data-ready data warehouse. Extensive appendixes include case studies from vendor implementations and a special segment on how we can build a healthcare information factory. Ultimately, this book will help you navigate through the complex layers of Big Data and data warehousing while providing you information on how to effectively think about using all these technologies and the architectures to design the next-generation data warehouse. Learn how to leverage Big Data by effectively integrating it into your data warehouse. Includes real-world examples and use cases that clearly demonstrate Hadoop, NoSQL, HBASE, Hive, and other Big Data technologies Understand how to optimize and tune your current data warehouse infrastructure and integrate newer infrastructure matching data processing workloads and requirements Identifies over two thousand species, answers common questions about mushrooms, and gives advice on collecting, preserving, and cooking with mushrooms Get up to speed on nanotechnology and the many biological, chemical, physical, environmental, and political aspects of this developing science. 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

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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 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 Make personalized marketing a reality with this practical guide to predictive analytics Predictive Marketing is a predictive analytics primer for organizations large and small, offering practical tips and actionable strategies for implementing more personalized marketing immediately. The marketing paradigm is changing, and this book provides a blueprint for navigating the transition from creative-to data-driven marketing, from one-size-fits-all to one-on-one, and from marketing campaigns to real-time customer experiences. You'll learn how to use machine-learning technologies to improve customer acquisition and customer growth, and how to identify and re-engage at-risk or lapsed customers by implementing an easy, automated approach to predictive analytics. Much more than just theory and testament to the power of personalized marketing, this book focuses on action, helping you understand and actually begin using this revolutionary approach to the customer experience. Predictive analytics can finally make personalized marketing a reality. For the first time, predictive marketing is accessible to all marketers, not just those at large corporations — in fact, many smaller organizations are leapfrogging their larger counterparts with innovative programs. This book shows you how to bring predictive analytics to your organization, with actionable guidance that get you started today. Implement predictive marketing at any size organization Deliver a more personalized marketing experience Automate predictive analytics with machine learning technology Base marketing decisions on concrete data rather than unproven ideas Marketers have long been talking about delivering personalized experiences across channels. All marketers want to deliver happiness, but most still employ a one-size-fits-all approach. Predictive Marketing provides the information and insight you need to lift your organization out of the campaign rut and into the rarefied atmosphere of a truly personalized customer experience. Cult of Analytics enables professionals to build an analytics driven culture into their business or organization. Marketers will learn how to turn tried and tested tactics into an actionable plan to change their culture to one that uses web analytics on a day to day basis. Through use of the fictitious ACME PLC case, Steve Jackson provides working examples based on real life situations from the various companies he has worked with, such as Nokia, KONE, Rovio, Amazon, Expert, IKEA, Vodafone, and EMC. These examples will give the reader practical techniques for their own business regardless of size or situation making Cult of Analytics a must have for any would-be digital marketer. This new edition has been thoroughly updated, now including examples out of how to get the best from Google analytics, as well as ways to use social media data, big data, tag management and advanced persona segmentation to drive real value in your organisation. It's also been expanded to include exercises and new cases for students and tutors using the book as a text. The data lake is a daring new approach for harnessing the power of big data technology and providing convenient self-service capabilities. But is it right for your company? This book is based on discussions with practitioners and executives from more than a hundred organizations, ranging from data-driven companies such as Google, LinkedIn, and Facebook, to governments and traditional corporate enterprises. You'll learn what a data lake is, why enterprises need one, and how to build one successfully with the best practices in this book. Alex Gorelik, CTO and founder of Waterline Data, explains why old systems and processes can no longer support data needs in the enterprise. Then, in a collection of essays about data lake implementation, you'll examine data lake initiatives, analytic projects, experiences, and best practices from data experts working in various industries. Get a succinct introduction to data warehousing, big data, and data science Learn various paths enterprises take to build a data lake Explore how to build a self-service model and best practices for providing analysts access to the data Use different methods for architecting your data lake Discover ways to implement a data lake from experts in different industries Don't spend your time worrying whether you can beat the markets: you don't need to beat them to be a successful investor. By showing you how to build a simple

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and rational portfolio and tailor it to your specific needs, Investing Demystified will help you generate superior returns. With his straightforward and jargon-free advice, Lars Kroijer simplifies the often complex world of finance and tells you everything you need to know – and everything that you don't need to worry about – in order to make the most from your investments. In Investing Demystified you will:

- Discover the mix of stocks, bonds and cash needed for a top performing portfolio
- Learn why the most broadly diversified and simplest portfolio makes the most sense
- Understand the right level of risk for you and how this affects your investments
- Find out why a low cost approach will yield benefits whilst leaving you with a higher quality portfolio
- Understand the implications of tax and liquidity

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.

Cut through the hype surrounding Smart Cities. This book looks at the facts on the ground and realities, coming to a more adequate understanding of where technology can and cannot help in a city context, specifically pulling on insights gained from smart city initiatives in New York, Chicago, Amsterdam and Copenhagen. Currently, the concept of Smart Cities is rightfully touted as a transformative power in our lives. The use of Internet of Things, Artificial Intelligence, Big Data and Blockchain are some of the most hyped technologies that promise to bring about significant changes to how we live and manage our cities. While some isolated solutions have been implemented with great success and impact, the full potential of smart cities have so far not been realized. Practical realities often interfere, bringing initiatives to a screeching halt or stopping them before they even start. By better understanding the practical realities of a city we may be able to better make use of technology to make smarter cities. To that end end, this book provides a number of practical guidelines on how to make cities smarter with the aid of technology. You'll also dive into the practical understanding of managing and securing thousands, possibly millions, of devices and the accompanying data. **Demystifying Smart Cities** evaluates how technology can behave in a more intelligent way and how producing novel solutions can pose problems of their own. **What You'll Learn** Practical issues and challenges of managing thousands and millions of IoT devices in a city The different types of city data and how to manage and secure it The possibilities of utilizing AI into a city (and how it differs from working with the private sector) Examples of how to make cities smarter with technology **Who This Book Is For** Primarily for those already familiar with the hype of smart city technologies but not the details of its implementation, along with technologists interested in learning how city government works when integrating technology. Also, people working for smart city vendors, especially sales people and product managers who need to understand their target market.

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

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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. The author documents photographically more than eighty Romanesque and Gothic vaults from medieval churches, cathedrals, and basilicas. 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 Digital transformation is no longer news--it's a necessity. Despite the widespread threat of disruption, many large companies in traditional industries have succeeded at digitizing their businesses in truly transformative ways. The New York Times, formerly a bastion of traditional media, has created a thriving digital product behind a carefully designed paywall. Best Buy has transformed its business in the face of Amazon's threat. John Deere has formed a data-analysis arm to complement its farm-equipment business. And Goldman Sachs and many others are using digital technologies to reimagine their businesses. In Driving Digital Strategy, Harvard Business School professor Sunil Gupta provides an actionable framework for following their lead. For over a decade, Gupta has studied digital transformation at Fortune 500 companies. He knows what works and what doesn't. Merely dabbling in digital or launching a small independent unit, which many companies do, will not bring success. Instead you need to fundamentally change the core of your business and ensure that your digital strategy touches all aspects of your organization: your business model, value chain, customer relationships, and company culture. Gupta covers each aspect in vivid detail while providing navigation tips and best practices along the way. Filled with rich and illuminating case studies of companies at the forefront of digital transformation, Driving Digital Strategy is the comprehensive guide you need to take full advantage of the limitless opportunities the digital age provides. “This text should be required reading for everyone in contemporary business.” --Peter Woodhull, CEO, Modus21 “The one book that clearly describes and links Big Data concepts to business utility.” --Dr. Christopher Starr, PhD “Simply, this is the best Big Data book on the market!” --Sam Rostam, Cascadian IT Group “one of the most contemporary approaches I’ve seen to Big Data fundamentals” --Joshua M. Davis, PhD The Definitive Plain-English Guide to Big Data for Business and Technology Professionals Big Data Fundamentals provides a pragmatic, no-nonsense introduction to Big Data. Best-selling IT author Thomas Erl and his team clearly explain key Big Data concepts, theory and terminology, as well as fundamental technologies and techniques. All coverage is supported with case study examples and numerous simple diagrams. The authors begin by explaining how Big Data can propel an organization forward by solving a spectrum of previously intractable business problems. Next, they demystify key analysis techniques and technologies and show how a Big Data solution environment can be built and integrated to offer competitive advantages. Discovering Big Data’s fundamental concepts and what makes it different from previous forms of data analysis and data science Understanding the business motivations and drivers behind Big Data adoption, from operational improvements through innovation Planning strategic, business-driven Big Data initiatives Addressing considerations such as data management, governance, and security Recognizing the 5 “V” characteristics of datasets in Big Data environments: volume, velocity, variety, veracity, and value Clarifying Big Data’s relationships with OLTP, OLAP, ETL, data warehouses, and data marts Working with Big Data in structured, unstructured, semi-structured, and metadata formats Increasing value by integrating Big Data resources with corporate performance monitoring Understanding how Big Data leverages distributed and parallel processing Using NoSQL and other technologies to meet Big Data’s distinct data processing requirements Leveraging statistical approaches of quantitative and qualitative analysis Applying computational analysis methods, including machine learning 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

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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 chapterA comprehensive practical guide that walks you through the multiple stages of data management in enterprise and gives you numerous design patterns with appropriate code examples to solve frequent problems in each of these stages. The chapters are organized to mimic the sequential data flow evidenced in Analytics platforms, but they can also be read independently to solve a particular group of problems in the Big Data life cycle. If you are an experienced developer who is already familiar with Pig and is looking for a use case standpoint where they can relate to the problems of data ingestion, profiling, cleansing, transforming, and egressing data encountered in the enterprises. Knowledge of Hadoop and Pig is necessary for readers to grasp the intricacies of Pig design patterns better. We all want people to do stuff. Whether you want your customers to buy from you, vendors to give you a good deal, your employees to take more initiative, or your spouse to make dinner—a large amount of everyday is about getting the people around you to do stuff. Instead of using your usual tactics that sometimes work and sometimes don't, what if you could harness the power of psychology and brain science to motivate people to do the stuff you want them to do - even getting people to want to do the stuff you want them to do. In this book you'll learn the 7 drives that motivate people: The Desire For Mastery, The Need To Belong, The Power of Stories, Carrots and Sticks, Instincts, Habits, and Tricks Of The Mind. For each of the 7 drives behavioral psychologist Dr. Susan Weinschenk describes the research behind each drive, and then offers specific strategies to use. Here's just a few things you will learn: The more choices people have the more regret they feel about the choice they pick. If you want people to feel less regret then offer them fewer choices. If you are going to use a reward, give the reward continuously at first, and then switch to giving a reward only sometimes. If you want people to act independently, then make a reference to money, BUT if you want people to work with others or help others, then make sure you DON'T refer to money. If you want people to remember something, make sure it is at the beginning or end of your book, presentation, or meeting. Things in the middle are more easily forgotten. If you are using feedback to increase the desire for mastery keep the feedback objective, and don't include praise. The digital age has presented an exponential growth in the amount of data available to individuals looking to draw conclusions based on given or collected information across industries. Challenges associated with the analysis, security, sharing, storage, and visualization of large and complex data sets continue to plague data scientists and analysts alike as traditional data processing applications struggle to adequately manage big data. Big Data: Concepts, Methodologies, Tools, and Applications is a multi-volume compendium of research-based perspectives and solutions within the realm of large-scale and complex data sets. Taking a multidisciplinary approach, this publication presents exhaustive coverage of crucial topics in the field of big data including diverse applications, storage solutions, analysis techniques, and methods for searching and transferring large data sets, in addition to security issues. Emphasizing essential research in the field of data science, this publication is an ideal reference source for data analysts, IT professionals, researchers, and academics. Residents in Boston, Massachusetts are automatically reporting potholes and road hazards via their smartphones. Progressive Insurance tracks real-time customer driving patterns and uses that information to offer rates truly commensurate with individual safety. Google accurately predicts local flu outbreaks based upon thousands of user search queries. Amazon provides remarkably insightful, relevant, and timely product recommendations to its hundreds of millions of customers. Quantcast lets companies target precise audiences and key demographics throughout the Web. NASA runs contests via gamification site TopCoder, awarding prizes to those with the most innovative and cost-effective solutions to its problems. Explorys offers penetrating and previously unknown insights into healthcare behavior. How do these organizations and municipalities do it? Technology is certainly a big part, but in each case the answer lies deeper than that. Individuals at these organizations have realized that they don't have to be Nate Silver to reap massive benefits from today's new and emerging types of data. And each of these organizations has embraced Big Data, allowing them to make astute and otherwise impossible observations, actions, and predictions. It's time to start thinking big. In Too Big to Ignore, recognized technology expert and award-winning author Phil Simon explores an unassailably important trend: Big Data, the massive amounts, new types, and multifaceted sources of information streaming at us faster than ever. Never before have we seen data with

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the volume, velocity, and variety of today. Big Data is no temporary blip of fad. In fact, it is only going to intensify in the coming years, and its ramifications for the future of business are impossible to overstate. Too Big to Ignore explains why Big Data is a big deal. Simon provides commonsense, jargon-free advice for people and organizations looking to understand and leverage Big Data. Rife with case studies, examples, analysis, and quotes from real-world Big Data practitioners, the book is required reading for chief executives, company owners, industry leaders, and business professionals.

Data Mining: Practical Machine Learning Tools and Techniques, Third Edition, offers a thorough grounding in machine learning concepts as well as practical advice on applying machine learning tools and techniques in real-world data mining situations. This highly anticipated third edition of the most acclaimed work on data mining and machine learning will teach you everything you need to know about preparing inputs, interpreting outputs, evaluating results, and the algorithmic methods at the heart of successful data mining. Thorough updates reflect the technical changes and modernizations that have taken place in the field since the last edition, including new material on Data Transformations, Ensemble Learning, Massive Data Sets, Multi-instance Learning, plus a new version of the popular Weka machine learning software developed by the authors. Witten, Frank, and Hall include both tried-and-true techniques of today as well as methods at the leading edge of contemporary research. The book is targeted at information systems practitioners, programmers, consultants, developers, information technology managers, specification writers, data analysts, data modelers, database R&D professionals, data warehouse engineers, data mining professionals. The book will also be useful for professors and students of upper-level undergraduate and graduate-level data mining and machine learning courses who want to incorporate data mining as part of their data management knowledge base and expertise. Provides a thorough grounding in machine learning concepts as well as practical advice on applying the tools and techniques to your data mining projects Offers concrete tips and techniques for performance improvement that work by transforming the input or output in machine learning methods Includes downloadable Weka software toolkit, a collection of machine learning algorithms for data mining tasks—in an updated, interactive interface. Algorithms in toolkit cover: data pre-processing, classification, regression, clustering, association rules, visualization

For the want-to-be entrepreneur thinking about taking the leap, the boot-strapped entrepreneur trying to energize a business three or four years in, and the venture-backed entrepreneur trying to scale, Why Startups Fail shows you the key mistakes new ventures make—and how to avoid them. Nearly everyone has an idea for a product they could build or a company they could start. But eight out of 10 new businesses fail within the first three years. Even only one in ten venture-backed startups succeeds, and venture capitalists turn down some 99% of the business plans they see. The odds appear to be stacked against you! But entrepreneurs often make the same avoidable mistakes over and over. Why Startups Fail can help you beat the odds and avoid the pitfalls and traps that lead to early startup death. It's easy to point to successes like Apple, Google, and Facebook. But the biggest lessons can come from failure. What decisions were made, and why? What would the founders have done differently? How did one company become a billion-dollar success while another—with a better product and in the same market—fail? Drawing on personal experience as well as the wisdom of the Silicon Valley startup community, serial entrepreneur, venture capitalist, and blogger Dave Feinleib analyzes companies that have come and gone. In short, powerful chapters, he reveals the keys to successful entrepreneurship: Excellent product/market fit, passion, superb execution, the ability to pivot, stellar team, good funding, and wise spending. In Why Startups Fail, you'll learn from the mistakes Feinleib has seen made over and over and find out how to position your startup for success. Why Startups Fail: Shows venture-backed startups and boot-strappers alike how to succeed where others fail. Is equally valuable for companies still on the drawing board as well as young firms taking their first steps. Takes you through the key decisions and pitfalls that caused startups to fail and what you can learn from their failures. Covers the critical elements of entrepreneurial success.

The heart of the book provides the complete set of models that will support most of an organization's core business functions, including universal meta models for enterprise-wide systems, business meta data and data stewardship, portfolio management, business rules, and XML, messaging, and transactions Developers can directly adapt these models to their own businesses, saving countless hours of development time Building effective meta data repositories is complicated and time-consuming, and few IT departments have the necessary expertise to do it right—which is why this book is sure to find a ready audience Begins with a quick overview of the Meta Data Repository Environment and the business uses of meta data, then goes on to describe the technical architecture followed by the detailed models

This book highlights state-of-the-art research on big data and the Internet of Things (IoT), along with related areas to ensure efficient and Internet-compatible IoT systems. It not only discusses big data security and privacy challenges, but also energy-efficient approaches to improving virtual machine placement in cloud computing environments. Big data and the Internet of Things (IoT) are ultimately two sides of the same coin, yet extracting, analyzing and managing IoT data poses a serious challenge. Accordingly, proper analytics infrastructures/platforms should be used to analyze IoT data. Information

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technology (IT) allows people to upload, retrieve, store and collect information, which ultimately forms big data. The use of big data analytics has grown tremendously in just the past few years. At the same time, the IoT has entered the public consciousness, sparking people's imaginations as to what a fully connected world can offer. Further, the book discusses the analysis of real-time big data to derive actionable intelligence in enterprise applications in several domains, such as in industry and agriculture. It explores possible automated solutions in daily life, including structures for smart cities and automated home systems based on IoT technology, as well as health care systems that manage large amounts of data (big data) to improve clinical decisions. The book addresses the security and privacy of the IoT and big data technologies, while also revealing the impact of IoT technologies on several scenarios in smart cities design. Intended as a comprehensive introduction, it offers in-depth analysis and provides scientists, engineers and professionals the latest techniques, frameworks and strategies used in IoT and big data technologies. This is the most definitive, informative video reference available, made more compelling by the authors inclusion of the hottest new trends and cutting-edge development in the field. This book will serve as an invaluable guide to the designers and engineers who will design, create and deliver these products and services."International Institute for Analytics"--Dust jacket. Bruce Greenwald, one of the nation's leading business professors, presents a new and simplified approach to strategy that cuts through much of the fog that has surrounded the subject. Based on his hugely popular course at Columbia Business School, Greenwald and his coauthor, Judd Kahn, offer an easy-to-follow method for understanding the competitive structure of your industry and developing an appropriate strategy for your specific position. Over the last two decades, the conventional approach to strategy has become frustratingly complex. It's easy to get lost in a sophisticated model of your competitors, suppliers, buyers, substitutes, and other players, while losing sight of the big question: Are there barriers to entry that allow you to do things that other firms cannot? This book addresses the challenges typical technical training managers, and other technical managers face in justifying the return on investment of their programs, particularly for large-scale, investment-intensive programs. This book describes a very intuitive and practical model for the measurement of the effectiveness of technical training programs. The book is based on a 4-tier Return on Effectiveness (ROE) model developed through years of research, observation, and experience. The ROE model uses four simple indices: training reaction index, improvement index, effectiveness index, and impact trends to convey a full picture of the effectiveness of a training program. This feedback-based and data-based approach enables training managers with a step-by-step approach to collect data, measure important indicators and compute the indices to present evidence of the effectiveness of their training programs to the executives.

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