

The Little On Big Data Understand Retail Analytics Through Use Cases And Optimize Your Business

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Big Data Analytics for Entrepreneurial Success Sedkaoui, Soraya 2018-11-09 In a resolutely practical and data-driven project universe, the digital age changed the way data is collected, stored, analyzed, visualized and protected, transforming business opportunities and strategies. It is important for today's organizations and entrepreneurs to implement a robust data strategy and industrialize a set of "data-driven" solutions to utilize big data analytics to its fullest potential. **Big Data Analytics for Entrepreneurial Success** provides emerging perspectives on the theoretical and practical aspects of data analysis tools and techniques within business applications. Featuring coverage on a broad range of topics such as algorithms, data collection, and machine learning, this publication provides concrete examples and case studies of successful uses of data-driven projects as well as the challenges and opportunities of generating value from data using analytics. It is ideally designed for entrepreneurs, researchers, business owners, managers, graduate students, academicians, software developers, and IT professionals seeking current research on the essential tools and technologies for organizing, analyzing, and benefiting from big data.

Summary: Big Data BusinessNews Publishing 2014-11-12 The must-read summary of Viktor Mayer-Schonberg and Kenneth Cukier's book: "Big Data: A Revolution that Will Transform How We Live, Work and Think". This complete summary of the ideas from Viktor Mayer-Schonberg and Kenneth Cukier's book "Big Data" explains that the concept of "big data" means using huge quantities of data to make better predictions based on patterns, rather than trying to understand the underlying causes in more detail. In their book, the authors highlight the many ways in which big data will be a source of new economic value and innovation in the future. This summary also demonstrates that this change in the way information is analysed will transform the way everyone lives and interacts in the world. Added-value of this summary: • Save time • Understand key concepts • Expand your knowledge To learn more, read "Big Data" and discover how the way we use data is evolving and what this means for the future.

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

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

Statistics for Big Data For Dummies Alan Anderson 2015-08-11 The fast and easy way to make sense of statistics for bigdata Does the subject of data analysis make you dizzy? You've come to the right place! **Statistics For Big Data For Dummies** breaks this often-overwhelming subject down into easily digestible parts, offering new and aspiring data analysts the foundation they need to be successful in the field. Inside, you'll find an easy-to-follow introduction to exploratory data analysis, the lowdown on collecting, cleaning, and organizing data, everything you need to know about interpreting data using common software and programming languages, plain-English explanations of how to make sense of data in the real world, and much more. Data has never been easier to come by, and the tools students and professionals need to enter the world of big data are based on applied statistics. While the word "statistics" alone can evoke feelings of anxiety in even the most confident student or professional, it doesn't have to. Written in the familiar and friendly tone that has defined the For Dummies brand for more than twenty years, **Statistics For Big Data For Dummies** takes the intimidation out of the subject, offering clear explanations and tons of step-by-step instruction to help you make sense of data mining—without losing your cool. Helps you to identify valid, useful, and understandable patterns in data Provides guidance on extracting previously unknown information from large databases Shows you how to discover patterns available in big data Gives you access to the latest tools and techniques for working in big data If you're a student enrolled in a related Applied Statistics course or a professional looking to expand your skillset, **Statistics For Big Data For Dummies** gives you access to everything you need to succeed.

SQL Server Big Data Clusters Benjamin Weissman 2020-05-23 Use this guide to one of SQL Server 2019's most impactful features—Big Data Clusters. You will learn about data virtualization and data lakes for this complete artificial

intelligence (AI) and machine learning (ML) platform within the SQL Server database engine. You will know how to use Big Data Clusters to combine large volumes of streaming data for analysis along with data stored in a traditional database. For example, you can stream large volumes of data from Apache Spark in real time while executing Transact-SQL queries to bring in relevant additional data from your corporate, SQL Server database. Filled with clear examples and use cases, this book provides everything necessary to get started working with Big Data Clusters in SQL Server 2019. You will learn about the architectural foundations that are made up from Kubernetes, Spark, HDFS, and SQL Server on Linux. You then are shown how to configure and deploy Big Data Clusters in on-premises environments or in the cloud. Next, you are taught about querying. You will learn to write queries in Transact-SQL—taking advantage of skills you have honed for years—and with those queries you will be able to examine and analyze data from a wide variety of sources such as Apache Spark. Through the theoretical foundation provided in this book and easy-to-follow example scripts and notebooks, you will be ready to use and unveil the full potential of SQL Server 2019: combining different types of data spread across widely disparate sources into a single view that is useful for business intelligence and machine learning analysis. What You Will Learn

- Install, manage, and troubleshoot Big Data Clusters in cloud or on-premise environments
- Analyze large volumes of data directly from SQL Server and/or Apache Spark
- Manage data stored in HDFS from SQL Server as if it were relational data
- Implement advanced analytics solutions through machine learning and AI
- Expose different data sources as a single logical source using data virtualization

Who This Book Is For Data engineers, data scientists, data architects, and database administrators who want to employ data virtualization and big data analytics in their environments

Demystifying Big Data and Machine Learning for Healthcare Prashant Natarajan 2017-02-15 Healthcare transformation requires us to continually look at new and better ways to manage insights – both within and outside the organization today. Increasingly, the ability to glean and operationalize new insights efficiently as a byproduct of an organization's day-to-day operations is becoming vital to hospitals and health systems ability to survive and prosper. One of the long-standing challenges in healthcare informatics has been the ability to deal with the sheer variety and volume of disparate healthcare data and the increasing need to derive veracity and value out of it. *Demystifying Big Data and Machine Learning for Healthcare* investigates how healthcare organizations can leverage this tapestry of big data to discover new business value, use cases, and knowledge as well as how big data can be woven into pre-existing business intelligence and analytics efforts. This book focuses on teaching you how to: Develop skills needed to identify and demolish big-data myths Become an expert in separating hype from reality Understand the V's that matter in healthcare and why Harmonize the 4 C's across little and big data Choose data fidelity over data quality Learn how to apply the NRF Framework Master applied machine learning for healthcare Conduct a guided tour of learning algorithms Recognize and be prepared for the future of artificial intelligence in healthcare via best practices, feedback loops, and contextually intelligent agents (CIAs) The variety of data in healthcare spans multiple business workflows, formats (structured, un-, and semi-structured), integration at point of care/need, and integration with existing knowledge. In order to deal with these realities, the authors propose new approaches to creating a knowledge-driven learning organization-based on new and existing strategies, methods and technologies. This book will address the long-standing challenges in healthcare informatics and provide pragmatic recommendations on how to deal with them.

Big Data and Differential Privacy Nii O. Attoh-Okine 2017-05-22 A comprehensive introduction to the theory and practice of contemporary data science analysis for railway track engineering Featuring a practical introduction to state-of-the-art data analysis for railway track engineering, *Big Data and Differential Privacy: Analysis Strategies for Railway Track Engineering* addresses common issues with the implementation of big data applications while exploring the limitations, advantages, and disadvantages of more conventional methods. In addition, the book provides a unifying approach to analyzing large volumes of data in railway track engineering

using an array of proven methods and software technologies. Dr. Attoh-Okine considers some of today's most notable applications and implementations and highlights when a particular method or algorithm is most appropriate. Throughout, the book presents numerous real-world examples to illustrate the latest railway engineering big data applications of predictive analytics, such as the Union Pacific Railroad's use of big data to reduce train derailments, increase the velocity of shipments, and reduce emissions. In addition to providing an overview of the latest software tools used to analyze the large amount of data obtained by railways, *Big Data and Differential Privacy: Analysis Strategies for Railway Track Engineering*:

- Features a unified framework for handling large volumes of data in railway track engineering using predictive analytics, machine learning, and data mining
- Explores issues of big data and differential privacy and discusses the various advantages and disadvantages of more conventional data analysis techniques
- Implements big data applications while addressing common issues in railway track maintenance
- Explores the advantages and pitfalls of data analysis software such as R and Spark, as well as the Apache™ Hadoop® data collection database and its popular implementation MapReduce

Big Data and Differential Privacy is a valuable resource for researchers and professionals in transportation science, railway track engineering, design engineering, operations research, and railway planning and management. The book is also appropriate for graduate courses on data analysis and data mining, transportation science, operations research, and infrastructure management. NII ATTOH-OKINE, PhD, PE is Professor in the Department of Civil and Environmental Engineering at the University of Delaware. The author of over 70 journal articles, his main areas of research include big data and data science; computational intelligence; graphical models and belief functions; civil infrastructure systems; image and signal processing; resilience engineering; and railway track analysis. Dr. Attoh-Okine has edited five books in the areas of computational intelligence, infrastructure systems and has served as an Associate Editor of various ASCE and IEEE journals.

Big Data und Gesellschaft Barbara Kolany-Raiser 2018-04-12 Die Erzeugung, Verknüpfung und Auswertung von großen Datenmengen (oft als „Big Data“ bezeichnet) gewinnt in nahezu allen Lebensbereichen rasant an Bedeutung. Mit dieser Entwicklung sind Fragen von erheblicher gesellschaftlicher Relevanz verbunden. Die Diskussionen über eine neue Balance zwischen der Ausschöpfung von Innovationspotentialen einerseits und der Realisierung individueller und gesellschaftlicher Werte andererseits haben erst begonnen. Der Band nähert sich denen mit Big Data verbundenen gesellschaftlichen Herausforderungen aus einer multidisziplinären Perspektive.

Big Data Analytics Soraya Sedkaoui 2021-07-05 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 in Education Ben Williamson 2017-07-24 Big data has the power to transform education and educational research. Governments, researchers and commercial companies are only beginning to understand the potential that big data offers in informing policy ideas, contributing to the development of new educational tools and innovative ways of conducting research. This cutting-edge overview explores the current state-of-play, looking at big data and the related topic of computer code to examine the implications for education and schooling for today and the near future. Key topics include:

- The role of learning analytics and educational data science in schools
- A critical appreciation of code, algorithms and infrastructures
- The rise of 'cognitive classrooms', and the practical application of computational algorithms to learning environments
- Important digital research methods issues for researchers

This is essential reading for anyone studying or working in

today's education environment!

Humanizing Big Data Colin Strong 2015-03-03 Big data raises more questions than it answers, particularly for those organizations struggling to deal with what has become an overwhelming deluge of data. It can offer marketers more than simple tactical predictive analytics, but organizations need a bigger picture, one that generates some real insight into human behaviour, to drive consumer strategy rather than just better targeting techniques. *Humanizing Big Data* guides marketing managers, brand managers, strategists and senior executives on how to use big data strategically to redefine customer relationships for better customer engagement and an improved bottom line. *Humanizing Big Data* provides a detailed understanding of the way to approach and think about the challenges and opportunities of big data, enabling any brand to realize the value of their current and future data assets. First it explores the 'nuts and bolts' of data analytics and the way in which the current big data agenda is in danger of losing credibility by paying insufficient attention to what are often fundamental tenets in any form of analysis. Next it sets out a manifesto for a smart data approach, drawing on an intelligent and big picture view of data analytics that addresses the strategic business challenges that businesses face. Finally it explores the way in which datafication is changing the nature of the relationship between brands and consumers and why this calls for new forms of analytics to support rapidly emerging new business models. After reading this book, any brand should be in a position to make a step change in the value they derive from their data assets.

Handbook of Research on Cloud Infrastructures for Big Data Analytics Raj, Pethuru 2014-03-31 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 and Smart Digital Environment Yousef Farhaoui 2019-02-21 This book reviews the state of the art of big data analysis and smart city. It includes issues which pertain to signal processing, probability models, machine learning, data mining, database, data engineering, pattern recognition, visualisation, predictive analytics, data warehousing, data compression, computer programming, smart city, etc. Data is becoming an increasingly decisive resource in modern societies, economies, and governmental organizations. Data science inspires novel techniques and theories drawn from mathematics, statistics, information theory, computer science, and social science. Papers in this book were the outcome of research conducted in this field of study. The latter makes use of applications and techniques related to data analysis in general and big data and smart city in particular. The book appeals to advanced undergraduate and graduate students, postdoctoral researchers, lecturers and industrial researchers, as well as anyone interested in big data analysis and smart city.

Management in the Era of Big Data Joanna Paliszkievicz 2020-06-18 This book is a wonderful collection of chapters that posits how managers need to cope in the Big Data era. It highlights many of the emerging developments in technologies, applications, and trends related to management's needs in this Big Data era. —Dr. Jay Liebowitz, Harrisburg University of Science and Technology This book presents some meaningful work on Big Data analytics and its applications. Each chapter generates helpful guidance to the readers on Big Data analytics and its applications, challenges, and prospects that is necessary for organizational strategic direction. —Dr. Alex Koohang, Middle Georgia State University Big Data is a concept that has caught the attention of practitioners, academicians, and researchers. Big Data offers organizations the possibility of gaining a competitive advantage by managing, collecting, and analyzing massive amounts of data. As the promises and challenges posed by Big Data have increased over the past decade, significant issues have

developed regarding how data can be used for improving management. Big Data can be understood as large amounts of data generated by the Internet and a variety of connected smart devices and sensors. This book discusses the main challenges posed by Big Data in a manner relevant to both practitioners and scholars. It examines how companies can leverage Big Data analytics to act and optimize the business. This book brings together the theory and practice of management in the era of Big Data. It offers a look at the current state of Big Data, including a comprehensive overview of both research and practical applications. By bringing together conceptual thinking and empirical research on the nature, meaning, and development of Big Data in management, this book unifies research on Big Data in management to stimulate new directions for academic investigation as well as practice.

Big Data im Spannungsfeld von Wirtschaft und Gerechtigkeit Nadine Suttmöller 2021-11-19 Was würde John Rawls zu einer datenbasierten Wirtschaft sagen? Das rege Interesse an Big Data ist getrieben von der Möglichkeit, aus großen Datenmengen Informationen über Verhalten und Präferenzen zu generieren und somit Kunden z. B. passgenau Produkte zu präsentieren. Allerdings beinhaltet Big Data zugleich Risiken, insbesondere im Kontext von Privatheit. Ausgehend hiervon finden Diskussionen im Bereich von Gerechtigkeit statt, denn zumeist verfügen Akteure der Datenwirtschaft über ungleiche Macht und Eingriffsmöglichkeiten. Mit Rawls' Theorie wird dieser Problematik nachgegangen und untersucht, welchen Einfluss Big Data auf eine Gesellschaft hat. Das Buch richtet sich an alle, die am Diskurs zur Gestaltung der digitalen Wirtschaft interessiert sind. *Big Data* Daniel Fasel 2016-06-21 Dieser Herausgeber-Band bietet eine umfassende Einführung in das Gebiet Big Data. Neben einer Markteinschätzung und grundlegenden Konzepten (semantische Modellbildung, Anfragesprachen, Konsistenzgewährung etc.) werden wichtige NoSQL-Systeme (Key/Value Store, Column Store, Document Store, Graph Database) vorgestellt und erfolgreiche Anwendungen aus unterschiedlichen Perspektiven erläutert. Eine Diskussion rechtlicher Aspekte und ein Vorschlag zum Berufsbild des Data Scientist runden das Buch ab. Damit erhält die Leserschaft Handlungsempfehlungen für die Nutzung von Big-Data-Technologien im Unternehmen.

Big Data in Practice Bernard Marr 2016-03-21 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

Small Wars, Big Data Eli Berman 2020-07-14 How a new understanding of warfare can help the military fight today's conflicts more effectively. The way wars are fought has changed starkly over the past sixty years. International military campaigns used to play out between large armies at central fronts. Today's conflicts find major powers facing rebel insurgencies that deploy elusive methods, from improvised explosives to terrorist attacks. *Small Wars, Big Data* presents a transformative understanding of these contemporary confrontations and how they should be fought. The authors show that a revolution in the study of conflict--enabled by vast data, rich qualitative evidence, and modern methods--yields new insights into

terrorism, civil wars, and foreign interventions. Modern warfare is not about struggles over territory but over people; civilians--and the information they might choose to provide--can turn the tide at critical junctures. The authors draw practical lessons from the past two decades of conflict in locations ranging from Latin America and the Middle East to Central and Southeast Asia. Building an information-centric understanding of insurgencies, the authors examine the relationships between rebels, the government, and civilians. This approach serves as a springboard for exploring other aspects of modern conflict, including the suppression of rebel activity, the role of mobile communications networks, the links between aid and violence, and why conventional military methods might provide short-term success but undermine lasting peace. Ultimately the authors show how the stronger side can almost always win the villages, but why that does not guarantee winning the war. *Small Wars, Big Data* provides groundbreaking perspectives for how small wars can be better strategized and favorably won to the benefit of the local population.

Big Data Analytics in HIV/AIDS Research Al Mazari, Ali 2018-04-27 With the advent of new technologies in big data science, the study of medical problems has made significant progress. Connecting medical studies and computational methods is crucial for the advancement of the medical industry. *Big Data Analytics in HIV/AIDS Research* provides emerging research on the development and implementation of computational techniques in big data analysis for biological and medical practices. While highlighting topics such as deep learning, management software, and molecular modeling, this publication explores the various applications of data analysis in clinical decision making. This book is a vital resource for medical practitioners, nurses, scientists, researchers, and students seeking current research on the connections between data analytics in the field of medicine.

Big Data Ramón Reichert 2014-09-30 Ob die Überwachungspraktiken der NSA oder die Geschäftsmodelle von Google, Facebook & Co.: Sie alle basieren auf »Big Data«, der ungeahnten Möglichkeit, riesige Datenmengen wie nie zuvor in der Geschichte zu erheben, zu sammeln und zu analysieren. »Big Data« beschreibt damit nicht nur neuartige wissenschaftliche Datenpraktiken, sondern steht für eine tektonische Verschiebung von Wissen, Medien, Macht und Ökonomie. Im Unterschied zum Medienhype um »Big Data« schafft der Band einen Reflexionsraum zur differenzierten Auseinandersetzung mit dem datenbasierten Medienumbruch der Gegenwart. International führende Theoretiker der Digital Humanities stellen einen fachübergreifenden Theorierahmen zur Verfügung, der es erlaubt, »Big Data« in seiner gesamten sozialen, kulturellen, ökonomischen und politischen Bandbreite zeitdiagnostisch zu thematisieren. Mit Beiträgen von David M. Berry, Jean Burgess, Alexander R. Galloway, Lev Manovich, Richard Rogers, Daniel Rosenberg, Bernard Stiegler, Theo Röhle, Eugene Thacker u.a.m.

Recent Trends in Data Science and Soft Computing Faisal Saeed 2018-09-08 This book presents the proceedings of the 3rd International Conference of Reliable Information and Communication Technology 2018 (IRICT 2018), which was held in Kuala Lumpur, Malaysia, on July 23–24, 2018. The main theme of the conference was “Data Science, AI and IoT Trends for the Fourth Industrial Revolution.” A total of 158 papers were submitted to the conference, of which 103 were accepted and considered for publication in this book. Several hot research topics are covered, including Advances in Data Science and Big Data Analytics, Artificial Intelligence and Soft Computing, Business Intelligence, Internet of Things (IoT) Technologies and Applications, Intelligent Communication Systems, Advances in Computer Vision, Health Informatics, Reliable Cloud Computing Environments, Recent Trends in Knowledge Management, Security Issues in the Cyber World, and Advances in Information Systems Research, Theories and Methods.

Big Data - Regulative Herausforderungen Wolfgang Hoffmann-Riem 2018-03-01 Der Band befasst sich vor dem Hintergrund der digitalen Transformation mit Big Data, der darauf bezogenen Analytik und praktischen Anwendungen. Beispiele sind die Einwirkung auf Einstellungen und Verhalten, die Entwicklung neuartiger Geschäftsmodelle, die Steuerung von lebenswichtigen Infrastrukturen, die Fortentwicklung der Wissenschaft, Predictive Policing, Cyberkriminalität u. a. Das Recht, so das deutsche und

europäische Datenschutzrecht sowie das Kartellrecht, sind nicht hinreichend auf die besonderen Probleme von Big Data abgestimmt. Entgrenzungen, Vermachtungen, Intransparenzen u.a. erschweren rechtlichen Schutz. Erforderlich sind neue oder veränderte Formen regulativer Gestaltung und Kontrolle, darunter auch Veränderungen im Datenschutzrecht, Sicherungen von Transparenz und Zurechenbarkeit, der Ausbau systemischen Schutzes, erweiterte Folgenabschätzungen, rechtliche Umgehungen von Selbstregulierung und vieles andere. Mit Beiträgen von Wolfgang Hoffmann-Riem, Gerrit Hornung, Yoan Hermstrüwer, Andreas von Arnould, Tobias Mast, Stephan Dreyer, Markus Oermann, Kevin Dankert, Matthias Bäcker, Jan C. Joerden, Tobias Singelstein, Thomas Hoeren

Handbook of Big Data Peter Bühlmann 2016-02-22 *Handbook of Big Data* provides a state-of-the-art overview of the analysis of large-scale datasets. Featuring contributions from well-known experts in statistics and computer science, this handbook presents a carefully curated collection of techniques from both industry and academia. Thus, the text instills a working understanding of key statistical

Big Data in Small Business Carsten Lund Pedersen 2021-09 This important book considers the ways in which small and medium-sized enterprises (SMEs) can thrive in the age of big data. To address this central issue from multiple viewpoints, the editors introduce a collection of experiences, insights, and guidelines from a variety of expert researchers, each of whom provides a piece to solve this puzzle. Contributions address the limitations faced by SMEs in their access to data and demonstrate that the key to overcoming this issue is to be aware of these limitations, to work within them, and to use them to think creatively about how to overcome obstacles in new ways. They discuss Artificial Intelligence, revenue blueprinting, GDPR compliance and other key topics related to the relationships between SMEs and data. Offering ideas to inspire big data-driven success by SMEs making smaller investments, the book argues that there must be a place for "ordinary" data-driven journeys that are available to firms of any size. Stimulating further thought and action, *Big Data in Small Business* will be of great interest to academics, researchers and practitioners in areas such as strategic management, organizational and innovation studies, marketing and sales. The ideas and information in this book will help fill knowledge gaps related to important aspects of capabilities, functions, and transformations of big data that drive business growth.

Thinking Big Data in Geography Jim Thatcher 2018-04 *Thinking Big Data in Geography* offers a practical state-of-the-field overview of big data as both a means and an object of research, with essays from prominent and emerging scholars such as Rob Kitchin, Renee Sieber, and Mark Graham. Part 1 explores how the advent of geoweb technologies and big data sets has influenced some of geography's major subdisciplines: urban politics and political economy, human-environment interactions, and geographic information sciences. Part 2 addresses how the geographic study of big data has implications for other disciplinary fields, notably the digital humanities and the study of social justice. The volume concludes with theoretical applications of the geoweb and big data as they pertain to society as a whole, examining the ways in which user-generated data come into the world and are complicit in its unfolding. The contributors raise caution regarding the use of spatial big data, citing issues of accuracy, surveillance, and privacy.

Datafizierung und Big Data Klaus Wieglerling 2020-02-21 Der Band versammelt Beiträge, die sich mit ethischen, anthropologischen und wissenschaftstheoretischen Aspekten informationstechnologischer Anwendungen, insbesondere Big Data, befassen. In unterschiedlichen disziplinären Perspektiven werden die Auswirkungen dieser Technologien auf Individuum, Gesellschaft und Wissenschaft in den Blick genommen.

Big Data Analytics: Systems, Algorithms, Applications C.S.R. Prabhu 2019-10-14 This book provides a comprehensive survey of techniques, technologies and applications of Big Data and its analysis. The Big Data phenomenon is increasingly impacting all sectors of business and industry, producing an emerging new information ecosystem. On the applications front, the book offers detailed descriptions of various application areas for Big Data Analytics in the important domains of Social Semantic Web Mining, Banking and Financial Services, Capital Markets, Insurance, Advertisement,

Recommendation Systems, Bio-Informatics, the IoT and Fog Computing, before delving into issues of security and privacy. With regard to machine learning techniques, the book presents all the standard algorithms for learning – including supervised, semi-supervised and unsupervised techniques such as clustering and reinforcement learning techniques to perform collective Deep Learning. Multi-layered and nonlinear learning for Big Data are also covered. In turn, the book highlights real-life case studies on successful implementations of Big Data Analytics at large IT companies such as Google, Facebook, LinkedIn and Microsoft. Multi-sectorial case studies on domain-based companies such as Deutsche Bank, the power provider Opower, Delta Airlines and a Chinese City Transportation application represent a valuable addition. Given its comprehensive coverage of Big Data Analytics, the book offers a unique resource for undergraduate and graduate students, researchers, educators and IT professionals alike.

Big Data im Marketing Torsten Schwarz 2015-06-23 Nutzen Sie Big Data als Innovation für das moderne Marketing! Erkennen Sie neue Marktpotenziale und steuern Sie Vertriebskampagnen perfekt aus! Ziehen Sie aus den Daten die richtigen Schlüsse! Durch die zunehmende Digitalisierung des Kundenkontakts entstehen völlig neue Marketingstrategien. Damit sind Sie der Konkurrenz immer eine Nasenlänge voraus! Über 20 führende Experten aus Praxis und Wissenschaft erklären die Marketingrevolution Big Data: von den technischen Grundlagen bis hin zur Customer Journey, von der System-Integration bis zum Social Media Monitoring. Mit diesem Buch können Mark ...

Big Data Viktor Mayer-Schönberger 2013 This revelatory exploration of big data, which refers to our newfound ability to crunch vast amounts of information, analyze it instantly and draw profound and surprising conclusions from it, discusses how it will change our lives and what we can do to protect ourselves from its hazards. 75,000 first printing.

Big Data in der Praxis Jonas Freiknecht 2018-06-11 Diese komplett überarbeitete Neuauflage bringt Ihnen das Thema Big Data auf sehr praktische Art und Weise nahe. Sie lernen Technologien, Tools und Methoden kennen, entwickeln Beispiel-Lösungen und erfahren, wie Sie bestehende Systeme vorausschauend auf die mit Big Data einhergehenden Herausforderungen vorbereiten. Dazu werden Sie neben den bekannten Apache-Projekten wie Hadoop, Hive und HBase auch einige weniger bekannte Frameworks wie Apache UIMA oder Apache OpenNLP kennenlernen, um gezielt die Verarbeitung unstrukturierter Daten zu lernen. Alle hier verwendeten Software-Komponenten stehen im vollen Umfang kostenlos im Internet zur Verfügung. Gemeinsam mit den Autoren bauen Sie Schritt für Schritt viele kleinere Projekte auf bis hin zu einer fertigen und funktionstüchtigen Implementierung. Ziel des Buches ist es, Sie auf den Effekt und den Mehrwert der neuen Möglichkeiten aufmerksam zu machen, sodass Sie diese konstruktiv in Ihr Unternehmen tragen können und für sich und Ihre Kollegen somit ein Bewusstsein für den Wert Ihrer Daten schaffen Die zweite Auflage ergänzt das Buch um zahlreiche neue Themen wie Apache Spark, Apache Kafka und weitere Technologien, die vor allem darauf abzielen, Antwortzeiten kurz zu halten und so ein interaktives Arbeiten zu ermöglichen. Ebenso werden die für Firmen so wichtigen Themen Data Governance und Sicherheit behandelt. Im Internet: 18 fertige Beispiel-Projekte auf Basis von Hadoop, HBase, Hive und D3.js plus Videotutorials

The Enterprise Big Data Lake Alex Gorelik 2019-02-21 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

Big Data Analytics Frank J. Ohlhorst 2012-11-15 Unique insights to implement big data analytics and reap big returns to your bottom line Focusing on the business and financial value of big data analytics, respected technology journalist Frank J. Ohlhorst shares his insights on the newly emerging field of big data analytics in *Big Data Analytics*. This breakthrough book demonstrates the importance of analytics, defines the processes, highlights the tangible and intangible values and discusses how you can turn a business liability into actionable material that can be used to redefine markets, improve profits and identify new business opportunities. Reveals big data analytics as the next wave for businesses looking for competitive advantage Takes an in-depth look at the financial value of big data analytics Offers tools and best practices for working with big data Once the domain of large on-line retailers such as eBay and Amazon, big data is now accessible by businesses of all sizes and across industries. From how to mine the data your company collects, to the data that is available on the outside, *Big Data Analytics* shows how you can leverage big data into a key component in your business's growth strategy.

Big Data Analytics Saumyadipta Pyne 2016-10-12 This book has a collection of articles written by Big Data experts to describe some of the cutting-edge methods and applications from their respective areas of interest, and provides the reader with a detailed overview of the field of Big Data Analytics as it is practiced today. The chapters cover technical aspects of key areas that generate and use Big Data such as management and finance; medicine and healthcare; genome, cytochrome and microbiome; graphs and networks; Internet of Things; Big Data standards; bench-marking of systems; and others. In addition to different applications, key algorithmic approaches such as graph partitioning, clustering and finite mixture modelling of high-dimensional data are also covered. The varied collection of themes in this volume introduces the reader to the richness of the emerging field of Big Data Analytics.

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

Big Data Timandra Harkness 2016-06-02 What is Big Data, and why should you care? Big data knows where you've been and who your friends are. It knows what you like and what makes you angry. It can predict what you'll

buy, where you'll be the victim of crime and when you'll have a heart attack. Big data knows you better than you know yourself, or so it claims. But how well do you know big data? You've probably seen the phrase in newspaper headlines, at work in a marketing meeting, or on a fitness-tracking gadget. But can you understand it without being a Silicon Valley nerd who writes computer programs for fun? Yes. Yes, you can. Timandra Harkness writes comedy, not computer code. The only programmes she makes are on the radio. If you can read a newspaper you can read this book. Starting with the basics – what IS data? And what makes it big? – Timandra takes you on a whirlwind tour of how people are using big data today: from science to smart cities, business to politics, self-quantification to the Internet of Things. Finally, she asks the big questions about where it's taking us; is it too big for its boots, or does it think too small? Are you a data point or a human being? Will this book be full of rhetorical questions? No. It also contains puns, asides, unlikely stories and engaging people, inspiring feats and thought-provoking dilemmas. Leaving you armed and ready to decide what you think about one of the decade's big ideas: big data.

Information Systems Management in the Big Data Era Peter Lake 2015-01-12

This timely text/reference explores the business and technical issues involved in the management of information systems in the era of big data and beyond.

Topics and features: presents review questions and discussion topics in each chapter for classroom group work and individual research assignments; discusses the potential use of a variety of big data tools and techniques in a business environment, explaining how these can fit within an information systems strategy; reviews existing theories and practices in information systems, and explores their continued relevance in the era of big data; describes the key technologies involved in information systems in general and big data in particular, placing these technologies in an historic context; suggests areas for further research in this fast moving domain; equips readers with an understanding of the important aspects of a data scientist's job; provides hands-on experience to further assist in the understanding of the technologies involved.

Reinventing the Social Scientist and Humanist in the Era of Big Data Susan

Brokensha 2019-12-01 This book explores the big data evolution by interrogating the notion that big data is a disruptive innovation that appears to be challenging existing epistemologies in the humanities and social sciences. Exploring various (controversial) facets of big data such as ethics, data power, and data justice, the book attempts to clarify the trajectory of the epistemology of (big) data-driven science in the humanities and social sciences.

Big Data Visualization James D. Miller 2017-02-28 Learn effective tools and techniques to separate big data into manageable and logical components for efficient data visualization About This Book This unique guide teaches you how to visualize your cluttered, huge amounts of big data with ease It is rich with ample options and solid use cases for big data visualization, and is a must-have book for your shelf Improve your decision-making by visualizing your big data the right way Who This Book Is For This book is for data analysts or those with a basic knowledge of big data analysis who want to learn big data visualization in order to make their analysis more useful. You need sufficient knowledge of big data platform tools such as Hadoop and also some experience with programming languages such as R. This book will be great for those who are familiar with conventional data visualizations and now want to

widen their horizon by exploring big data visualizations. What You Will Learn Understand how basic analytics is affected by big data Deep dive into effective and efficient ways of visualizing big data Get to know various approaches (using various technologies) to address the challenges of visualizing big data Comprehend the concepts and models used to visualize big data Know how to visualize big data in real time and for different use cases Understand how to integrate popular dashboard visualization tools such as Splunk and Tableau Get to know the value and process of integrating visual big data with BI tools such as Tableau Make sense of the visualization options for big data, based upon the best suited visualization techniques for big data In Detail When it comes to big data, regular data visualization tools with basic features become insufficient. This book covers the concepts and models used to visualize big data, with a focus on efficient visualizations. This book works around big data visualizations and the challenges around visualizing big data and address characteristic challenges of visualizing like speed in accessing, understanding/adding context to, improving the quality of the data, displaying results, outliers, and so on. We focus on the most popular libraries to execute the tasks of big data visualization and explore "big data oriented" Cognitive Computing and Big Data Systems How You how data changes with different variables and for different use cases with step-through topics such as: importing data to something like Hadoop, basic analytics. The choice of visualizations depends on the most suited techniques for big data, and we will show you the various options for big data visualizations based upon industry-proven techniques. You will then learn how to integrate popular visualization tools with graphing databases to see how huge amounts of certain data. Finally, you will find out how to display the integration of visual big data with BI using Cognos BI. Style and approach With the help of insightful real-world use cases, we'll tackle data in the world of big data. The scalability and hugeness of the data makes big data visualizations different from normal data visualizations, and this book addresses all the difficulties encountered by professionals while visualizing their big data.

Arun Kumar Sangaiah

2017-12-30 This book brings a high level of fluidity to analytics and addresses recent trends, innovative ideas, challenges and cognitive computing solutions in big data and the Internet of Things (IoT). It explores domain knowledge, data science reasoning and cognitive methods in the context of the IoT, extending current data science approaches by incorporating insights from experts as well as a notion of artificial intelligence, and performing inferences on the knowledge The book provides a comprehensive overview of the constituent paradigms underlying cognitive computing methods, which illustrate the increased focus on big data in IoT problems as they evolve. It includes novel, in-depth fundamental research contributions from a methodological/application in data science accomplishing sustainable solution for the future perspective. Mainly focusing on the design of the best cognitive embedded data science technologies to process and analyze the large amount of data collected through the IoT, and aid better decision making, the book discusses adapting decision-making approaches under cognitive computing paradigms to demonstrate how the proposed procedures as well as big data and IoT problems can be handled in practice. This book is a valuable resource for scientists, professionals, researchers, and academicians dealing with the new challenges and advances in the specific areas of cognitive computing and data science approaches.