## The Big Data Driven Business How To Use Big Data To Win Customers Beat Competitors And Boost Profits

This book has two main goals: to define data science through the work of data scientists and their results, namely data products, while simultaneously providing the reader with relevant lessons learned from applied data science projects at the intersection of academia and industry. As such, it is not a replacement for a classical textbook (i.e., it does not elaborate on fundamentals of methods and principles described elsewhere), but systematically highlights the connection between theory, on the one hand, and its application in specific use cases, on the other. With these goals in mind, the book is divided into three parts: Part I pays tribute to the interdisciplinary nature of data science and provides a common understanding of data science terminology for readers with different backgrounds. These six chapters are geared towards drawing a consistent picture of data science and were predominantly written by the editors themselves. Part II then broadens the spectrum by presenting views and insights from diverse authors – some from academia and some from industry, ranging from financial to health and from manufacturing to e-commerce. Each of these chapters describes a fundamental principle, method or tool in data science by analyzing specific use cases and drawing concrete conclusions from them. The case studies presented, and the methods and tools applied, represent the nuts and bolts of data science. Finally, Part III was again written from the perspective of the editors and summarizes the lessons learned that have been distilled from the case studies in Part II. The section can be viewed as a meta-study on data science across a broad range of domains, viewpoints and fields. Moreover, it provides answers to the question of what the mission-critical factors for success in different data science undertakings are. The book targets professionals as well as students of data science: first, practicing data scientists in industry and academia who want to broaden their scope and expand their knowledge by drawing on the authors' combined experience. Second, decision makers in businesses who face the challenge of creating or implementing a data-driven strategy and who want to learn from success stories spanning a range of industries. Third, students of data science who want to understand both the theoretical and practical aspects of data science, vetted by real-world case studies at the intersection of academia and industry.

This book presents and discusses the main strategic and organizational challenges posed by Big Data and analytics in a manner relevant to both practitioners and scholars. The first part of the book analyzes strategic issues relating to the growing relevance of Big Data and analytics for competitive advantage, which is also attributable to empowerment of activities such as consumer profiling, market segmentation, and development of new products or services. Detailed consideration is also given to the strategic impact of Big Data and analytics on innovation in domains such as

government and education and to Big Data-driven business models. The second part of the book addresses the impact of Big Data and analytics on management and organizations, focusing on challenges for governance, evaluation, and change management, while the concluding part reviews real examples of Big Data and analytics innovation at the global level. The text is supported by informative illustrations and case studies, so that practitioners can use the book as a toolbox to improve understanding and exploit business opportunities related to Big Data and analytics.

This fully revised and updated edition of the bestselling Chief Data Officer's Playbook offers new insights into the role of the CDO and the data environment. Written by two of the world's leading experts in data driven transformation, it addresses the changes that have taken place in 'data', in the role of the 'CDO', and the expectations and ambitions of organisations. Most importantly, it will place the role of the CDO into the context of a c-suite player for organisations that wish to recover quickly and with long-term stability from the current global economic downturn. New coverage includes: - the evolution of the CDO role, what those changes mean for organisations and individuals, and what the future might hold - a focus on ethics, the data revolution and all the areas that help readers take their first steps on the data journey - new conversations and experiences from an alumni of data leaders compiled over the past three years - new chapters and reflections on being a third generation CDO and on working across a broad spectrum of organisations who are all on different parts of their data journey. Written in a highly accessible and practical manner, The Chief Data Officer's Playbook, Second Edition brings the most up-to-date guidance to CDO's who wish to understand their position better; to those aspiring to become CDO's; to those who might be recruiting a CDO and to recruiters to understand an organisation seeking a CDO and the CDO landscape.

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

OPTIMIZE YOUR BUSINESS DATA FOR FIRST-CLASS RESULTS Data Driven Business Transformation illustrates how to find the secrets to fast adaptation and disruptive origination hidden in your data and how to use them to capture market share. Digitalisation – or the Digital Revolution – was the first step in an evolving process of analysis and improvement in the operations and administration of commerce. The popular author team of Caroline Carruthers and Peter Jackson, two global leaders in data transformation and education, pick up the conversation here at the next evolutionary step where data from these digital systems generates value, and really use data science to produce tangible results. Optimise the performance of your company through data-driven processes by: Following step-by-step guidance for transitioning your company in the real world to run on a data-enabled business model Mastering a versatile set of data principles powerful enough to produce transformative results at any stage of a business's development Winning over the hearts of your employees and influencing a cultural shift to a data-enabled business Reading first-hand stories from today's thought leaders who are shaping data transformation at their companies Enable your company's data to lift profits with Data Driven Business Transformation.

Our newly digital world is generating an almost unimaginable amount of data about all of us. Such a vast amount of data is useless without plans and strategies that are designed to cope with its size and complexity, and which enable organisations to leverage the information to create value. This book is a refreshingly practical, yet theoretically sound roadmap to leveraging big data and analytics. Creating Value with Big Data Analytics provides a nuanced view of big data development, arguing that big data in itself is not a revolution but an evolution of the increasing availability of data that has been observed in recent times. Building on the authors' extensive academic and practical knowledge, this book aims to provide managers and analysts with strategic directions and practical analytical solutions on how to create value from existing and new big data. By tying data and analytics to specific goals and processes for implementation, this is a much-needed book that will be essential reading for students and specialists of data analytics, marketing research, and customer relationship management.

Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You'll not

only learn how to improve communication between business stakeholders and data scientists, but also how participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage Treat data as a business asset that requires careful investment if you're to gain real value Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way Learn general concepts for actually extracting knowledge from data Apply data science principles when interviewing data science job candidates

Recent developments of Internet-based digital technologies have revealed a huge potential of developing open, collaborative and network-centred innovation. However, firms face major challenges in using new technologies for rapid prototyping, data-mining, simulation, visualization, etc. to support their Open Innovation strategies.Responding to the need for further conceptual and empirical research on technology-enhanced open innovation, this book provides fresh and topical insights on how firms from different sectors have successfully implemented digital technologies for Open Innovation. Based on rich empirical data, this book discusses the benefits and drawbacks, the processes, the characteristics and the management practices of ICT-driven Open Innovation in private as well as public organizations.

Today the fastest growing companies have no physical assets. Instead, they create innovative digital products and new data-driven business models. They capture huge market share fast and their capitalizations skyrocket. The success of these digital giants is pushing all companies to rethink their business models and to start digitizing their products and services. Whether you are a new start-up building a digital product or service, or an employee of an established company that is transitioning to digital, you need to consider how digitization has transformed every aspect of management. Data-driven business models scale not through asset accumulation and product standardization, but through disaggregation of supply and demand. The winners in the new economy master the demand for one and the supply to millions. Throughout the book the author illustrates with examples and use cases how the market competition has changed and how companies adept to the new rules of the game. The economic levers of scale and scope are also different in the digital economy and companies have to learn new tactics how to achieve and sustain their competitive advantage. While data is at the core of all digital business models, the monetization strategies vary across products, services and business models. Our Monetization Matrix is a model that helps managers, marketers, sales professionals, and technical product designers to align the digital product design with the data-driven business model.

This open access book presents the foundations of the Big Data research and innovation ecosystem and the associated enablers that facilitate delivering value from data for business and society. It provides insights into the key elements for research and innovation, technical architectures, business models, skills, and best practices to support the creation of data-driven solutions and organizations. The book is a compilation of selected high-quality chapters covering best practices, technologies, experiences, and practical recommendations on research and innovation for big data. The contributions are grouped into four parts: · Part I: Ecosystem Elements of Big Data Value focuses on establishing the big data value ecosystem using a holistic approach to make it attractive and valuable to all stakeholders. · Part II: Research

and Innovation Elements of Big Data Value details the key technical and capability challenges to be addressed for delivering big data value. · Part III: Business, Policy, and Societal Elements of Big Data Value investigates the need to make more efficient use of big data and understanding that data is an asset that has significant potential for the economy and society. · Part IV: Emerging Elements of Big Data Value explores the critical elements to maximizing the future potential of big data value. Overall, readers are provided with insights which can support them in creating data-driven solutions, organizations, and productive data ecosystems. The material represents the results of a collective effort undertaken by the European data community as part of the Big Data Value Public-Private Partnership (PPP) between the European Commission and the Big Data Value Association (BDVA) to boost data-driven digital transformation.

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

Explore why — now more than ever — the world is in a race to become data-driven, and how you can learn from examples of data-driven leadership in an Age of Disruption, Big Data, and AI In Fail Fast, Learn Faster: Lessons in Data-Driven Leadership in an Age of Disruption, Big Data, and AI, Fortune 1000 strategic advisor, noted author, and distinguished thought leader Randy Bean tells the story of the rise of Big Data and its business impact – its disruptive power, the cultural challenges to becoming data-driven, the importance of data ethics, and the future of data-driven AI. The book looks at the impact of Big Data during a period of explosive information growth, technology advancement, emergence of the Internet and social media, and challenges to accepted notions of data, science, and facts, and asks what it means to become "data-driven." Fail Fast, Learn Faster includes discussions of: The emergence of Big Data and why organizations must become data-driven to survive Why becoming data-driven forces companies to "think different" about their business The state of data in the corporate world today, and the principal challenges Why companies must develop a true "data culture" if they expect to change Examples of companies that are demonstrating data-driven leadership and what we can learn from them Why companies must learn to "fail fast and learn faster" to compete in the years ahead How the Chief Data Officer has been established as a new corporate profession Written for CEOs and Corporate Board Directors, data professional and practitioners at all organizational levels, university executive programs and students entering the data profession, and general readers seeking to understand the Information Age and why data, science, and facts matter in the world in which we live, Fail Fast, Learn Faster p;is essential reading that delivers an urgent message for the business leaders of today and of the future. This report improves the evidence base on the role of Data Driven Innovation for promoting growth and well-being, and provide policy

guidance on how to maximise the benefits of DDI and mitigate the associated economic and societal risks.

Maximize profit and optimize decisions with advanced business analytics Profit-Driven Business Analytics provides actionable guidance on optimizing the use of data to add value and drive better business. Combining theoretical and technical insights into daily operations and long-term strategy, this book acts as a development manual for practitioners seeking to conceive, develop, and manage advanced analytical models. Detailed discussion delves into the wide range of analytical approaches and modeling techniques that can help maximize business payoff, and the author team draws upon their recent research to share deep insight about optimal strategy. Real-life case studies and examples illustrate these techniques at work, and provide clear guidance for implementation in your own organization. From step-by-step instruction on data handling, to analytical fine-tuning, to evaluating results, this guide provides invaluable guidance for practitioners seeking to reap the advantages of true business analytics. Despite widespread discussion surrounding the value of data in decision making, few businesses have adopted advanced analytic techniques in any meaningful way. This book shows you how to delve deeper into the data and discover what it can do for your business. Reinforce basic analytics to maximize profits Adopt the tools and techniques of successful integration Implement more advanced analytics with a value-centric approach Fine-tune analytical information to optimize business decisions Both data stored and streamed has been increasing at an exponential rate, and failing to use it to the fullest advantage equates to leaving money on the table. From bolstering current efforts to implementing a full-scale analytics initiative, the vast majority of businesses will see greater profit by applying advanced methods. Profit-Driven Business Analytics provides a practical guidebook and reference for adopting real business analytics techniques.

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.

A comprehensive guide for seasoned business leaders who struggle with where and how to exploit the economics of data and analytics to gain true value from data, accelerate company operations through AI, and guide their digital transformation.

Data is your most valuable leadership asset—here's how to use it The Data Driven Leader presents a clear, accessible guide to solving

important leadership challenges through human resources-focused and other data analytics. This engaging book shows you how to transform the HR function and overall organizational effectiveness by using data to make decisions grounded in facts vs. opinions, identify root causes behind your company's thorniest problems and move toward a winning, future-focused business strategy. Realistic and actionable, this book tells the story of a successful sales executive who, after leading an analytics-driven turnaround (in Data Driven, this book's predecessor), faces a new turnaround challenge as chief human resources officer. Each chapter features insightful commentary and practical notes on the points the story raises, guiding you to put HR analytics into action in your organization. HR and other leaders cannot afford to overlook the power and competitive advantages of data-driven decision-making and strategies. This book reflects the growing trend of CEOs choosing analytics-minded business leaders to head HR, at a time when workplaces everywhere face game-changing forces including automation, robotics and artificial intelligence. It is urgent that human resources leaders embrace analytics, not only to remain professionally relevant but also to help their organizations successfully navigate this digital transformation. HR professionals can and must: Understand essential data science principles and corporate analytics models Identify and execute effective data analytics initiatives Boost HR and company productivity and performance with metrics that matter Shape an analytics-centric culture that generates data driven leaders Most organizations capture and report data, but data is useless without analysis that leads to action. The Data Driven Leader shows you how to use this tremendous asset to lead your organization higher.

This book deals with Business Analytics (BA) - an emerging area in modern business decision making. Business analytics is a data driven decision making approach that uses statistical and quantitative analysis along with data mining, management science, and fact-based data to measure past business performance to guide an organization in business planning and effective decision making. Business Analytics tools are also used to predict future business outcomes with the help of forecasting and predictive modeling. In this age of technology, massive amount of data are collected by companies. Successful companies use their data as an asset and use them for competitive advantage. Business Analytics is helping businesses in making informed business decisions and automating and optimizing business processes. Successful business analytics depends on the quality of data. Skilled analysts, who understand the technologies and their business, use business analytics tools as an organizational commitment to data-driven decision making.

Traditionally seen as a purely people function unconcerned with numbers, HR is now uniquely placed to use company data to drive performance, both of the people in the organization and the organization as a whole. Data-Driven HR is a practical guide which enables HR professionals to leverage the value of the vast amount of data available at their fingertips. Covering how to identify the most useful sources of data, collect information in a transparent way that is in line with data protection requirements and turn this data into tangible insights, this book marks a turning point for the HR profession. Covering all the key elements of HR including recruitment, employee engagement, performance management, wellbeing and training, Data-Driven HR examines the ways data can contribute to organizational success by, among other things, optimizing processes, driving performance and improving HR decision making. Packed with case studies and real-life examples, this is essential reading for all HR professionals looking to make a measurable difference in their organizations.

Leverage big data insights to improve customer experiences and insure business success Many of today's businesses find themselves caught in a snarl of internal data, paralyzed by internal silos, and executing antiquated marketing approaches. As a result, consumers are losing patience, shareholders are clamoring for growth and differentiation, and marketers are left struggling to untangle the massive mess. Big Data Marketing provides a strategic road map for executives who want to clear the chaos and start driving competitive advantage and top

line growth. Using real-world examples, non-technical language, additional downloadable resources, and a healthy dose of humor, Big Data Marketing will help you discover the remedy offered by data-driven marketing. Explains how marketers can use data to learn what they need to know Details strategies to drive marketing relevance and Return On Marketing Investment (ROMI) Provides a five-step approach in the journey to a more data-driven marketing organization Author Lisa Arthur, the Chief Marketing Officer for Teradata Applications, the leader in integrated marketing software, meets with thousands of CMOs and marketing professionals annually through public speaking and events Big Data Marketing reveals patterns in your customers' behavior and proven ways to elevate customer experiences. Leverage these insights to insure your business's success.

Less than 0.5 per cent of all data is currently analysed and used. However, business leaders and managers cannot afford to be unconcerned or sceptical about data. Data is revolutionizing the way we work and it is the companies that view data as a strategic asset that will survive and thrive. Bernard Marr's Data Strategy is a must-have guide to creating a robust data strategy. Explaining how to identify your strategic data needs, what methods to use to collect the data and, most importantly, how to translate your data into organizational insights for improved business decision-making and performance, this is essential reading for anyone aiming to leverage the value of their business data and gain competitive advantage. Packed with case studies and real-world examples, advice on how to build data competencies in an organization and crucial coverage of how to ensure your data doesn't become a liability, Data Strategy will equip any organization with the tools and strategies it needs to profit from big data, analytics and the Internet of Things.

Master a complete, five-step roadmap for leveraging Big Data and analytics to gain unprecedented competitive advantage from your supply chain. Using Big Data, pioneers such as Amazon, UPS, and Wal-Mart are gaining unprecedented mastery over their supply chains. They are achieving greater visibility into inventory levels, order fulfillment rates, material and product delivery… using predictive data analytics to match supply with demand; leveraging new planning strengths to optimize their sales channel strategies; optimizing supply chain strategy and competitive priorities; even launching powerful new ventures. Despite these opportunities, many supply chain operations are gaining limited or no value from Big Data. In Big Data Driven Supply Chain Management, Nada Sanders presents a systematic five-step framework for using Big Data in supply chains. You'll learn best practices for segmenting and analyzing customers, defining competitive priorities for each segment, aligning functions behind strategy, dissolving organizational boundaries to sense demand and make better decisions, and choose the right metrics to support all of this. Using these techniques, you can overcome the widespread obstacles to making the most of Big Data in your supply chain — and earn big profits from the data you're already generating. For all executives, managers, and analysts interested in using Big Data technologies to improve supply chain performance.

Axiom Business Book Award Silver Medalist in Business Technology The indispensable guide to data-powered marketing from the team behind the data management platform that helps fuel Salesforce?the #1 customer relationship management (CRM) company in the world A tectonic shift in the practice of marketing is underway. Digital technology, social media, and e-commerce have radically changed the way consumers access information, order products, and shop for services. Using the latest technologies?cloud, mobile, social, internet of things (IoT), and artificial intelligence (AI)?we have more data about consumers and their needs, wants, and affinities than ever before. Data Driven will show you how to: ?Target and delight your customers with unprecedented accuracy and success?Bring customers closer to your brand and inspire them to engage, purchase, and remain loyal?Capture, organize, and analyze data from every source and activate it across every channel?Create a data-powered marketing strategy that can be customized for any audience?Serve individual consumers with highly

personalized interactions?Deliver better customer service for the best customer experience?Improve your products and optimize your operating systems?Use AI and IoT to predict the future direction of markets You'll discover the three principles for building a successful data strategy and the five sources of data-driven power. You'll see how top companies put these data-driven strategies into action: how Pandora used second- and third-hand data to learn more about its listeners; how Georgia-Pacific moved from scarcity to abundance in the data sphere; and how Dunkin' Brands leveraged CRM data as a force multiplier for customer engagement. And if you're wondering what the future holds, you'll receive seven forecasts to better prepare you for what may come next. Sure to be a classic, Data Driven is a practical road map to the modern marketing landscape and a toolkit for success in the face of changes already underway and still to come.

If you're a sentient human these days, you've heard people talking of the phenomenal riches promised by the power of big data. Over the past decade or so, the world around us has undergone a staggering transformation, and great things have been promised to anyone able to ride the AI wave.But how exactly do you catch that wave? What does all this mean for you, whether you're an investor choosing among thousands of possible investments, a manager deciding where to allocate your capital, or a student wondering how to ensure there's good work out there for you by the time you graduate?*The Business of Big Data* will show you how to think strategically about the economic impacts of AI, how to complement AI instead of competing against it, how to reap the rewards of the AI revolution, and how to find your place in our brave new data-driven world. Along the way you'll find out how AI is like (and unlike) an ox, why your bank cares how fast you fill in a form, why your car insurer judges you by your email address, and why everything you do is data - from what time you first check your phone in the morning to where you sleep at night.

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.

Your company's data has the potential to add enormous value to every facet of the organization -- from marketing and new product development to strategy to financial management. Yet if your company is like most, it's not using its data to create strategic advantage. Data sits around unused -- or incorrect data fouls up operations and decision making. In Data Driven, Thomas Redman, the "Data Doc," shows how to leverage and deploy data to sharpen your company's competitive edge and enhance its profitability. The author reveals: · The special properties that make data such a powerful asset · The hidden costs of flawed, outdated, or otherwise poor-quality data · How to improve data quality for competitive advantage · Strategies for exploiting your data to make better business decisions · The many ways to bring data to market · Ideas for dealing with political struggles over data and concerns about privacy rights Your company's data is a key business asset, and you need to manage it aggressively and professionally. Whether you're a top executive, an aspiring leader, or a product-line manager, this eye-opening book provides the

tools and thinking you need to do that.

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

Are you planning to start working with big data, analytics or AI, but don't know where to start or what to expect? Have you started your data journey and are wondering how to get to the next level? Want to know how to fund your data journey, how to organize your data team, how to measure the results, how to scale? Don't worry, you are not alone. Many organizations are struggling with the same questions. This book discusses 21 key decisions that any organization faces when travelling its journey towards becoming a data-driven and AI company. It is surprising how much the challenges are similar across different sectors. This is a book for business leaders who must learn to adapt to the world of data and AI and reap its benefits. It is about how to progress on the digital transformation journey of which data is a key ingredient.

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.

A hands-on guide to the use of quantitative methods and software for making successful business decisions The appropriate use of quantitative methods lies at the core of successful decisions made by managers, researchers, and students in the field of business. Providing a framework for the development of sound judgment and the ability to utilize quantitative and qualitative approaches, Data Driven Business Decisions introduces readers to the important role that data plays in understanding business outcomes, addressing four general areas that managers need to know about: data handling and Microsoft Excel®, uncertainty, the relationship between inputs and outputs, and complex decisions with trade-offs and uncertainty. Grounded in the author's own classroom approach to business statistics, the book reveals how to use data to understand the drivers of business outcomes, which in turn allows for data-driven business decisions. A basic, non-mathematical foundation in statistics is provided, outlining for

readers the tools needed to link data with business decisions; account for uncertainty in the actions of others and in patterns revealed by data; handle data in Excel®; translate their analysis into simple business terms; and present results in simple tables and charts. The author discusses key data analytic frameworks, such as decision trees and multiple regression, and also explores additional topics, including: Use of the Excel® functions Solver and Goal Seek Partial correlation and auto-correlation Interactions and proportional variation in regression models Seasonal adjustment and what it reveals Basic portfolio theory as an introduction to correlations Chapters are introduced with case studies that integrate simple ideas into the larger business context, and are followed by further details, raw data, and motivating insights. Algebraic notation is used only when necessary, and throughout the book, the author utilizes real-world examples from diverse areas such as market surveys, finance, economics, and business ethics. Excel® add-ins StatproGo and TreePlan are showcased to demonstrate execution of the techniques, and a related website features extensive programming instructions as well as insights, data sets, and solutions to problems included in the material. The enclosed CD contains the complete book in electronic format, including all presented data, supplemental material on the discussed case files, and links to exercises and solutions. Data Driven Business Decisions is an excellent book for MBA quantitative analysis courses or undergraduate general statistics courses. It also serves as a valuable reference for practicing MBAs and practitioners in the fields of statistics, business, and finance.

This book examines the methodological foundations of the Big Data-driven world, formulates its concept within the frameworks of modern control methods and theories, and approaches the peculiarities of Control Technologies as a specific sphere of the Big Data-driven world, distinguished in the modern Digital Economy. The book studies the genesis of mathematical and information methods' transition from data analysis & processing to knowledge discovery and predictive analytics in the 21st century. In addition, it analyzes the conditions of development and implementation of Big Data analysis approaches in investigative activities and determines the role and meaning of global networks as platforms for the establishment of legislation and regulations in the Big Data-driven world. The book examines that world through the prism of Legislation Issues, substantiate the scientific and methodological approaches to studying modern mechanisms of terrorism and extremism counteraction in the conditions of new challenges of dissemination and accessibility of socially dangerous information. Systematization of successful experience of the Big Data solutions implementation in the different countries and analyze causal connections of the Digital Economy formation from the positions of new technological challenges is performed. The book's target audience includes scientists, students, PhD and Master students who conduct scientific research on the topic of Big Data not only in the field of IT& data science, but also in connection with legislative regulation aspects of the modern information society. It also includes practitioners and experts, as well as state authorities and representatives of international organizations interested in creating mechanisms for implementing Digital Economy projects in the Big Data-driven world.

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 "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

In this book readers will find technological discussions on the existing and emerging technologies across the different stages of the big data value chain. They will learn about legal aspects of big data, the social impact, and about education needs and requirements. And they will discover the business perspective and how big data technology can be exploited to deliver value within different sectors of the economy. The book is structured in four parts: Part I "The Big Data Opportunity" explores the value potential of big data with a particular focus on the European context. It also describes the legal, business and social dimensions that need to be addressed, and briefly introduces the European Commission's BIG project. Part II "The Big Data Value Chain" details the complete big data lifecycle from a technical point of view, ranging from data acquisition, analysis, curation and storage, to data usage and exploitation. Next, Part III "Usage and Exploitation of Big Data" illustrates the value creation possibilities of big data applications in various sectors, including industry, healthcare, finance, energy, media and public services. Finally, Part IV "A Roadmap for Big Data Research" identifies and prioritizes the cross-sectorial requirements for big data research, and outlines the most urgent and challenging technological, economic, political and societal issues for big data in Europe. This compendium summarizes more than two years of work performed by a leading group of major European research centers and industries in the context of the BIG project. It brings together research findings, forecasts and estimates related to this challenging technological context that is becoming the major axis of the new digitally transformed business environment.

An integrated, strategic approach to higher-value analytics Leaders and Innovators: How Data-Driven Organizations Are Winning with Analytics shows how businesses leverage enterprise analytics to gain strategic insights for profitability and growth. The key factor is integrated, end-to-end capabilities that encompass data management and analytics from a business and IT perspective; with analytics running inside a database where the data reside, everyday analytical processes become streamlined and more efficient. This book shows you what analytics is, what it can do, and how you can integrate old and new technologies to get more out of your data. Case studies and examples illustrate real-world scenarios in which an optimized analytics system revolutionized an organization's business. Using in-database and in-memory analytics along with Hadoop, you'll be equipped to improve performance while reducing processing time from days or weeks to hours or minutes. This more strategic approach uncovers the opportunities hidden in your data, and the detailed guidance to optimal data management allows you to break through even the biggest data challenges. With data coming in from every angle in a constant stream, there has never been a greater need for proactive and agile strategies to overcome these struggles in a volatile and competitive economy. This book provides clear guidance and an integrated strategy for organizations seeking greater value from their data and becoming leaders and innovators in the industry. Streamline analytics processes and daily tasks Integrate traditional tools with new and modern technologies Evolve from tactical to strategic behavior Explore new analytics methods and applications The depth and breadth of analytics capabilities, technologies, and potential makes it a bottomless well of insight. But too many organizations falter at implementation—too much, not enough, or the right amount in the wrong way all fail to deliver what an optimized and integrated system could. Leaders and Innovators: How Data-Driven Organizations Are Winning with Analytics shows you how to create the system your organization needs to dramatically improve performance, increase profitability, and drive innovation at all levels for the present and future.

A "how-to" guide to boosting sales through predictive and prescriptive analytics Data Driven is a uniquely practical guide to increasing sales success, using the power of data analytics. Written by one of the world's leading authorities on the topic, this book shows you how to transform the corporate sales function by leveraging big data into better decision-making, more informed strategy, and increased effectiveness throughout the organization. Engaging and informative, this book tells the story of a newly hired sales chief under intense pressure to deliver higher performance from her team, and how data analytics becomes the ultimate driver behind the sales function turnaround. Each chapter features insightful commentary and practical notes on the points the story raises, and one entire chapter is devoted solely to laying out the Prescriptive Action Model step-by-step giving you the actionable guidance you need to put it into action in your own organization. Predictive and prescriptive analytics is poised to change corporate sales, and companies that fail to adapt

to the new realities and adopt the new practices will be left behind. This book explains why the Prescriptive Action Model is the key corporate sales weapon of the 21st Century, and how you can implement this dynamic new resource to bring value to your business. Exploit one of the last remaining sources of competitive advantage Re-engineer the sales function to optimize success rates Implement a more effective analytics model to drive efficient change Boost operational effectiveness and decision making with big data There are fewer competitive edges to gain than ever before. The only thing that's left is to execute business with maximum efficiency and make the smartest business decisions possible. Predictive analytics is the essential method behind this new standard, and Data Driven is the practical guide to complete, efficient implementation.

The Big Data-Driven BusinessHow to Use Big Data to Win Customers, Beat Competitors, and Boost ProfitsJohn Wiley & Sons

* Our summary is short, simple and pragmatic. It allows you to have the essential ideas of a big book in less than 30 minutes. By reading this summary, you will discover what big data is and why it is revolutionizing the world of marketing. You will also discover : that big data allows you to go much further than traditional marketing; the new marketing tools that exploit big data; that big data is changing the way work is organized and the type of skills needed; the pitfalls to avoid; that everyone can benefit from big data, regardless of the size of their business. Big data provides access to a new mass of data, a well of information about your customers and your products. Indeed, the exploitation of this data can highlight trends or links that can significantly improve a company's marketing. Big data is reinventing the rules of online business. By mastering it, you will have the opportunity to improve your marketing strategy, to stand out from your competitors, and even to improve your product. Are you ready to take it to the next level? *Buy now the summary of this book for the modest price of a cup of coffee!

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.

"What do you need to become a data-driven organization? Far more than having big data or a crack team of unicorn data scientists, it requires establishing an effective, deeply-ingrained data culture. This practical book shows you how true data-drivenness involves processes that require genuine buy-in across your company ... Through interviews and examples from data scientists and analytics leaders in a variety of industries ... Anderson explains the analytics value chain you need to adopt when building predictive business models"--Publisher's description.

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