

Big Data In Practice How 45 Successful Companies

Convert the promise of big data into real world results There is so much buzz around big data. We all need to know what it is and how it works - that much is obvious. But is a basic understanding of the theory enough to hold your own in strategy meetings? Probably. But what will set you apart from the rest is actually knowing how to USE big data to get solid, real-world business results - and putting

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that in place to improve performance. Big Data will give you a clear understanding, blueprint, and step-by-step approach to building your own big data strategy. This is a well-needed practical introduction to actually putting the topic into practice. Illustrated with numerous real-world examples from a cross section of companies and organisations, Big Data will take you through the five steps of the SMART model: Start with Strategy, Measure Metrics and Data, Apply Analytics, Report Results, Transform. Discusses how companies need to clearly define what it is they need to know Outlines how companies

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can collect relevant data and measure the metrics that will help them answer their most important business questions Addresses how the results of big data analytics can be visualised and communicated to ensure key decisions-makers understand them Includes many high-profile case studies from the author's work with some of the world's best known brands

Historically, nursing, in all of its missions of research/scholarship, education and practice, has not had access to large patient databases. Nursing consequently adopted qualitative methodologies with

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small sample sizes, clinical trials and lab research. Historically, large data methods were limited to traditional biostatistical analyses. In the United States, large payer data has been amassed and structures/organizations have been created to welcome scientists to explore these large data to advance knowledge discovery. Health systems electronic health records (EHRs) have now matured to generate massive databases with longitudinal trending. This text reflects how the learning health system infrastructure is maturing, and being advanced by health information exchanges (HIEs)

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with multiple organizations blending their data, or enabling distributed computing. It educates the readers on the evolution of knowledge discovery methods that span qualitative as well as quantitative data mining, including the expanse of data visualization capacities, are enabling sophisticated discovery. New opportunities for nursing and call for new skills in research methodologies are being further enabled by new partnerships spanning all sectors.

Data Warehousing in the Age of the Big Data will help you and your organization make the most of

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unstructured data with your existing data warehouse. As Big Data continues to revolutionize how we use data, it doesn't have to create more confusion. Expert author Krish Krishnan helps you make sense of how Big Data fits into the world of data warehousing in clear and concise detail. The book is presented in three distinct parts. Part 1 discusses Big Data, its technologies and use cases from early adopters. Part 2 addresses data warehousing, its shortcomings, and new architecture options, workloads, and integration techniques for Big Data and the data warehouse. Part 3 deals with data

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governance, data visualization, information life-cycle management, data scientists, and implementing a Big Data-ready data warehouse. Extensive appendixes include case studies from vendor implementations and a special segment on how we can build a healthcare information factory. Ultimately, this book will help you navigate through the complex layers of Big Data and data warehousing while providing you information on how to effectively think about using all these technologies and the architectures to design the next-generation data warehouse. Learn how to leverage Big Data by

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effectively integrating it into your data warehouse. Includes real-world examples and use cases that clearly demonstrate Hadoop, NoSQL, HBASE, Hive, and other Big Data technologies Understand how to optimize and tune your current data warehouse infrastructure and integrate newer infrastructure matching data processing workloads and requirements

Cyber-solutions to real-world business problems Artificial Intelligence in Practice is a fascinating look into how companies use AI and machine learning to solve problems. Presenting 50 case studies of actual

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situations, this book demonstrates practical applications to issues faced by businesses around the globe. The rapidly evolving field of artificial intelligence has expanded beyond research labs and computer science departments and made its way into the mainstream business environment. Artificial intelligence and machine learning are cited as the most important modern business trends to drive success. It is used in areas ranging from banking and finance to social media and marketing. This technology continues to provide innovative solutions to businesses of all sizes, sectors and industries.

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This engaging and topical book explores a wide range of cases illustrating how businesses use AI to boost performance, drive efficiency, analyse market preferences and many others. Best-selling author and renowned AI expert Bernard Marr reveals how machine learning technology is transforming the way companies conduct business. This detailed examination provides an overview of each company, describes the specific problem and explains how AI facilitates resolution. Each case study provides a comprehensive overview, including some technical details as well as key learning summaries:

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Understand how specific business problems are addressed by innovative machine learning methods Explore how current artificial intelligence applications improve performance and increase efficiency in various situations Expand your knowledge of recent AI advancements in technology Gain insight on the future of AI and its increasing role in business and industry Artificial Intelligence in Practice: How 50 Successful Companies Used Artificial Intelligence to Solve Problems is an insightful and informative exploration of the transformative power of technology in 21st century commerce.

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Big Data Analytics

A Practical Guide to Methods and Tools

New Technologies for Human Rights Law and
Practice

Applications of Big Data in Healthcare

Big Data, Big Brother?

Big Data and Social Science

The Politics and Policies of Big Data

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

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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

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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.

Key Business Analytics will help managers apply tools to turn data into insights that help them better understand their customers, optimize their internal processes and identify cost savings and growth opportunities. It includes analysis

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techniques within the following categories: Financial analytics – cashflow, profitability, sales forecasts Market analytics – market size, market trends, marketing channels Customer analytics – customer lifetime values, social media, customer needs Employee analytics – capacity, performance, leadership Operational analytics – supply chains, competencies, environmental impact Bare business analytics – sentiments, text, correlations Each tool will follow the bestselling Key format of being 5-6 pages long, broken into short sharp advice on the essentials: What is it? When should I use it? How do I use it? Tips and pitfalls Further reading This essential toolkit also provides an invaluable section on how to gather original data yourself through surveys, interviews, focus groups, etc.

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While the term Big Data is open to varying interpretation, it is quite clear that the Volume, Velocity, and Variety (3Vs) of data have impacted every aspect of computational science and its applications. The volume of data is increasing at a phenomenal rate and a majority of it is unstructured. With big data, the volume is so large that processing it using traditional database and software techniques is difficult, if not impossible. The drivers are the ubiquitous sensors, devices, social networks and the all-pervasive web. Scientists are increasingly looking to derive insights from the massive quantity of data to create new knowledge. In common usage, Big Data has come to refer simply to the use of predictive analytics or other certain advanced methods to extract value from data, without

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any required magnitude thereon. Challenges include analysis, capture, curation, search, sharing, storage, transfer, visualization, and information privacy. While there are challenges, there are huge opportunities emerging in the fields of Machine Learning, Data Mining, Statistics, Human-Computer Interfaces and Distributed Systems to address ways to analyze and reason with this data. The edited volume focuses on the challenges and opportunities posed by "Big Data" in a variety of domains and how statistical techniques and innovative algorithms can help glean insights and accelerate discovery. Big data has the potential to help companies improve operations and make faster, more intelligent decisions. Review of big data research challenges

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from diverse areas of scientific endeavor Rich perspective on a range of data science issues from leading researchers Insight into the mathematical and statistical theory underlying the computational methods used to address big data analytics problems in a variety of domains

"Big data" is not new, but applications in the field of transportation are more recent, having occurred within the past few years, and include applications in the areas of planning, parking, trucking, public transportation, operations, ITS, and other more niche areas. A significant gap exists between the current state of the practice in big data analytics (such as image recognition and graph analytics) and the state of DOT applications of data for traffic incident management (TIM)

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(such as the manual use of Waze data for incident detection). The term big data represents a fundamental change in what data is collected and how it is collected, analyzed, and used to uncover trends and relationships. The ability to merge multiple, diverse, and comprehensive datasets and then mine the data to uncover or derive useful information on heretofore unknown or unanticipated trends and relationships could provide significant opportunities to advance the state of the practice in TIM policies, strategies, practices, and resource management. NCHRP (National Cooperative Highway Research Program) Report 904: Leveraging Big Data to Improve Traffic Incident Management illuminates big data concepts, applications, and analyses; describes current and

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emerging sources of data that could improve TIM; describes potential opportunities for TIM agencies to leverage big data; identifies potential challenges associated with the use of big data; and develops guidelines to help advance the state of the practice for TIM agencies.

Ethics of Big Data

Data Science in Practice

Big Data?

Tech Trends in Practice

How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results

Big Data in Education

How 50 Successful Companies Used AI and Machine

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Learning to Solve Problems

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

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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.

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

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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

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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

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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

This cutting-edge overview explores big data and the related topic of computer code, examining the implications for education and schooling for today and the near future.

This book approaches big data, artificial intelligence, machine learning, and business intelligence through the lens of Data Science. We have grown accustomed to seeing these terms mentioned time and time again in

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the mainstream media. However, our understanding of what they actually mean often remains limited. This book provides a general overview of the terms and approaches used broadly in data science, and provides detailed information on the underlying theories, models, and application scenarios. Divided into three main parts, it addresses what data science is; how and where it is used; and how it can be implemented using modern open source software. The book offers an essential guide to modern data science for all students, practitioners, developers and managers seeking a deeper understanding of how various aspects of data science work, and of how they can be employed to gain a competitive advantage.

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Big Data in Practice

Data-Driven Growth in Small and Medium-Sized
Enterprises

Big Data

How to use big data, data science and AI to make better
business decisions and gain competitive advantage

Scholarship in the Networked World

Theory and Practice

How to Profit from a World of Big Data, Analytics and
the Internet of Things

***This book examines and engages with the
ambivalence of digitization, illuminating the
diverse ways in which researchers approach,***

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negotiate, understand and interpret objects and practices of digital research.

Provides a roadmap for understanding the relationship between technology and human rights law and practice. This title is also available as Open Access.

The significance of big data can be observed in any decision-making process as it is often used for forecasting and predictive analytics. Additionally, big data can be used to build a holistic view of an enterprise through a collection and analysis of large data sets

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retrospectively. As the data deluge deepens, new methods for analyzing, comprehending, and making use of big data become necessary. Enterprise Big Data Engineering, Analytics, and Management presents novel methodologies and practical approaches to engineering, managing, and analyzing large-scale data sets with a focus on enterprise applications and implementation. Featuring essential big data concepts including data mining, artificial intelligence, and information extraction, this publication

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provides a platform for retargeting the current research available in the field. Data analysts, IT professionals, researchers, and graduate-level students will find the timely research presented in this publication essential to furthering their knowledge in the field.

This book focuses on the uses of big data in the context of higher education. The book describes a wide range of administrative and operational data gathering processes aimed at assessing institutional performance and

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progress in order to predict future performance, and identifies potential issues related to academic programming, research, teaching and learning. Big data refers to data which is fundamentally too big and complex and moves too fast for the processing capacity of conventional database systems. The value of big data is the ability to identify useful data and turn it into useable information by identifying patterns and deviations from patterns.

Big Data For Small Business For Dummies

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Big Data Analytics with R

Data Science in Theory and Practice

***The 25 Technologies that are Driving the 4th
Industrial Revolution***

Big Data Concepts, Theories, and Applications

Qualitative Approaches to Digital Research

Education, Research and Practice

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

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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

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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.

This book covers three major parts of Big Data: concepts, theories and applications. Written by world-renowned leaders in Big Data, this book explores the problems, possible solutions and directions for Big Data in research and practice. It also focuses on high level concepts such as definitions of Big Data from different angles; surveys in research and

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applications; and existing tools, mechanisms, and systems in practice. Each chapter is independent from the other chapters, allowing users to read any chapter directly. After examining the practical side of Big Data, this book presents theoretical perspectives. The theoretical research ranges from Big Data representation, modeling and topology to distribution and dimension reducing. Chapters also investigate the many disciplines that involve Big Data, such as statistics, data mining, machine learning, networking, algorithms, security and differential geometry. The last section of this book introduces Big Data applications from different communities, such as business, engineering and science. Big Data Concepts, Theories and Applications is designed as a reference for researchers and advanced level

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students in computer science, electrical engineering and mathematics. Practitioners who focus on information systems, big data, data mining, business analysis and other related fields will also find this material valuable.

New and expanded edition. An International Bestseller - Over One Million Copies Sold! Shortlisted for the Financial Times/Goldman Sachs Business Book of the Year Award. Since Aristotle, we have fought to understand the causes behind everything. But this ideology is fading. In the age of big data, we can crunch an incomprehensible amount of information, providing us with invaluable insights about the what rather than the why. We're just starting to reap the benefits: tracking vital signs to foresee deadly infections, predicting building fires, anticipating the best moment to buy

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a plane ticket, seeing inflation in real time and monitoring social media in order to identify trends. But there is a dark side to big data. Will it be machines, rather than people, that make the decisions? How do you regulate an algorithm? What will happen to privacy? Will individuals be punished for acts they have yet to commit? In this groundbreaking and fascinating book, two of the world's most-respected data experts reveal the reality of a big data world and outline clear and actionable steps that will equip the reader with the tools needed for this next phase of human evolution.

Data Science and Big Data Analytics is about harnessing the power of data for new insights. The book covers the breadth of activities and methods and tools that Data Scientists use. The content focuses on concepts, principles and practical

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applications that are applicable to any industry and technology environment, and the learning is supported and explained with examples that you can replicate using open-source software. This book will help you: Become a contributor on a data science team Deploy a structured lifecycle approach to data analytics problems Apply appropriate analytic techniques and tools to analyzing big data Learn how to tell a compelling story with data to drive business action Prepare for EMC Proven Professional Data Science Certification Corresponding data sets are available from the book's page at Wiley which you can find on the Wiley site by searching for the ISBN 9781118876138. Get started discovering, analyzing, visualizing, and presenting data in a meaningful way today!

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Promise, Application and Pitfalls

Leveraging Big Data to Improve Traffic Incident Management

Hadoop in Practice

Enterprise Big Data Engineering, Analytics, and Management

Securing IoT and Big Data

The 60+ Business Analysis Tools Every Manager Needs To
Know

Next Generation Intelligence

As digital technologies occupy a more central role in working and everyday human life, individual and social realities are increasingly constructed and communicated through digital objects, which are progressively replacing and representing physical

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objects. They are even shaping new forms of virtual reality. This growing digital transformation coupled with technological evolution and the development of computer computation is shaping a cyber society whose working mechanisms are grounded upon the production, deployment, and exploitation of big data. In the arts and humanities, however, the notion of big data is still in its embryonic stage, and only in the last few years, have arts and cultural organizations and institutions, artists, and humanists started to investigate, explore, and experiment with the deployment and exploitation of big data as well as understand the possible forms of collaborations based

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on it. Big Data in the Arts and Humanities: Theory and Practice explores the meaning, properties, and applications of big data. This book examines the relevance of big data to the arts and humanities, digital humanities, and management of big data with and for the arts and humanities. It explores the reasons and opportunities for the arts and humanities to embrace the big data revolution. The book also delineates managerial implications to successfully shape a mutually beneficial partnership between the arts and humanities and the big data- and computational digital-based sciences. Big data and arts and humanities can be likened to the rational and

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emotional aspects of the human mind. This book attempts to integrate these two aspects of human thought to advance decision-making and to enhance the expression of the best of human life.

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,

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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

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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

Summary Hadoop in Practice, Second Edition provides over 100 tested, instantly useful techniques that will help you conquer big data, using Hadoop. This revised new edition covers changes and new features in the Hadoop core architecture, including MapReduce 2. Brand new chapters cover YARN and integrating Kafka, Impala, and Spark SQL with Hadoop. You'll also get new

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and updated techniques for Flume, Sqoop, and Mahout, all of which have seen major new versions recently. In short, this is the most practical, up-to-date coverage of Hadoop available anywhere. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Book It's always a good time to upgrade your Hadoop skills! Hadoop in Practice, Second Edition provides a collection of 104 tested, instantly useful techniques for analyzing real-time streams, moving data securely, machine learning, managing large-scale clusters, and taming big data using Hadoop. This completely revised edition covers changes and new features in Hadoop

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core, including MapReduce 2 and YARN. You'll pick up hands-on best practices for integrating Spark, Kafka, and Impala with Hadoop, and get new and updated techniques for the latest versions of Flume, Sqoop, and Mahout. In short, this is the most practical, up-to-date coverage of Hadoop available. Readers need to know a programming language like Java and have basic familiarity with Hadoop. What's Inside Thoroughly updated for Hadoop 2 How to write YARN applications Integrate real-time technologies like Storm, Impala, and Spark Predictive analytics using Mahout and RR Readers need to know a programming language like Java and have basic familiarity with Hadoop. About the Author

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Alex Holmes works on tough big-data problems. He is a software engineer, author, speaker, and blogger specializing in large-scale Hadoop projects.

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Business Intelligence Strategy and Big Data Analytics is

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written for business leaders, managers, and analysts - people who are involved with advancing the use of BI at their companies or who need to better understand what BI is and how it can be used to improve profitability. It is written from a general management perspective, and it draws on observations at 12 companies whose annual revenues range between \$500 million and \$20 billion. Over the past 15 years, my company has formulated vendor-neutral business-focused BI strategies and program execution plans in collaboration with manufacturers, distributors, retailers, logistics companies, insurers, investment companies, credit unions, and utilities, among others. It

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is through these experiences that we have validated business-driven BI strategy formulation methods and identified common enterprise BI program execution challenges. In recent years, terms like “ big data ” and “ big data analytics ” have been introduced into the business and technical lexicon. Upon close examination, the newer terminology is about the same thing that BI has always been about: analyzing the vast amounts of data that companies generate and/or purchase in the course of business as a means of improving profitability and competitiveness. Accordingly, we will use the terms BI and business intelligence throughout the book, and we will discuss

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the newer concepts like big data as appropriate. More broadly, the goal of this book is to share methods and observations that will help companies achieve BI success and thereby increase revenues, reduce costs, or both. Provides ideas for improving the business performance of one ' s company or business functions Emphasizes proven, practical, step-by-step methods that readers can readily apply in their companies Includes exercises and case studies with road-tested advice about formulating BI strategies and program plans

Big Data, Little Data, No Data

Techniques for Big Data Analytics and Complex Data

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Sets

Artificial Intelligence in Practice

Principles of Big Data

Data Strategy

Balancing Risk and Innovation

Using SMART Big Data, Analytics and Metrics To Make
Better Decisions and Improve Performance

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

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expert researchers, each of whom provides a piece to solve this puzzle.

***DATA SCIENCE IN THEORY AND PRACTICE
EXPLORE THE FOUNDATIONS OF DATA SCIENCE
WITH THIS INSIGHTFUL NEW RESOURCE*** *Data Science in Theory and Practice delivers a comprehensive treatment of the mathematical and statistical models useful for analyzing data sets arising in various disciplines, like banking, finance, health care, bioinformatics, security, education, and social services. Written in five parts, the book examines some of the most commonly used and fundamental mathematical and*

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statistical concepts that form the basis of data science. The authors go on to analyze various data transformation techniques useful for extracting information from raw data, long memory behavior, and predictive modeling. The book offers readers a multitude of topics all relevant to the analysis of complex data sets. Along with a robust exploration of the theory underpinning data science, it contains numerous applications to specific and practical problems. The book also provides examples of code algorithms in R and Python and provides pseudo-algorithms to port the code to any other language. Ideal for students and

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practitioners without a strong background in data science, readers will also learn from topics like: Analyses of foundational theoretical subjects, including the history of data science, matrix algebra and random vectors, and multivariate analysis A comprehensive examination of time series forecasting, including the different components of time series and transformations to achieve stationarity Introductions to both the R and Python programming languages, including basic data types and sample manipulations for both languages An exploration of algorithms, including how to write one and how to perform an asymptotic analysis A

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comprehensive discussion of several techniques for analyzing and predicting complex data sets Perfect for advanced undergraduate and graduate students in Data Science, Business Analytics, and Statistics programs, Data Science in Theory and Practice will also earn a place in the libraries of practicing data scientists, data and business analysts, and statisticians in the private sector, government, and academia.

Big Data, gathered together and re-analysed, can be used to form endless variations of our persons - so-called 'data doubles'. Whilst never a precise portrayal of who we are, they unarguably contain glimpses of details about us

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that, when deployed into various routines (such as management, policing and advertising) can affect us in many ways. How are we to deal with Big Data? When is it beneficial to us? When is it harmful? How might we regulate it? Offering careful and critical analyses, this timely volume aims to broaden well-informed, unprejudiced discourse, focusing on: the tenets of Big Data, the politics of governance and regulation; and Big Data practices, performance and resistance. An interdisciplinary volume, The Politics of Big Data will appeal to undergraduate and postgraduate students, as well as postdoctoral and senior researchers interested in

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fields such as Technology, Politics and Surveillance. An examination of the uses of data within a changing knowledge infrastructure, offering analysis and case studies from the sciences, social sciences, and humanities. “Big Data” is on the covers of Science, Nature, the Economist, and Wired magazines, on the front pages of the Wall Street Journal and the New York Times. But despite the media hyperbole, as Christine Borgman points out in this examination of data and scholarly research, having the right data is usually better than having more data; little data can be just as valuable as big data. In many cases, there are no data—because relevant data

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don't exist, cannot be found, or are not available. Moreover, data sharing is difficult, incentives to do so are minimal, and data practices vary widely across disciplines. Borgman, an often-cited authority on scholarly communication, argues that data have no value or meaning in isolation; they exist within a knowledge infrastructure—an ecology of people, practices, technologies, institutions, material objects, and relationships. After laying out the premises of her investigation—six “provocations” meant to inspire discussion about the uses of data in scholarship—Borgman offers case studies of data

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practices in the sciences, the social sciences, and the humanities, and then considers the implications of her findings for scholarly practice and research policy. To manage and exploit data over the long term, Borgman argues, requires massive investment in knowledge infrastructures; at stake is the future of scholarship.

*Discovering, Analyzing, Visualizing and Presenting Data
Big Data in the Arts and Humanities
Current Theory and Practice
Business Intelligence Strategy and Big Data Analytics
The Essential Guide to Work, Life and Learning in the
Age of Insight*

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Data Science and Big Data Analytics

Big Data and Learning Analytics in Higher Education

Big Data and Social Science: Data Science Methods and Tools for Research and Practice, Second Edition shows how to apply data science to real-world problems, covering all stages of a data-intensive social science or policy project. Prominent leaders in the social sciences, statistics, and computer science as well as the field of data science provide a unique perspective on how to apply modern social science research principles and current analytical and computational tools. The text teaches you how to identify and collect appropriate data, apply data science methods and tools to the data, and recognize and respond to data errors, biases, and

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limitations. Features Takes an accessible, hands-on approach to handling new types of data in the social sciences Presents the key data science tools in a non-intimidating way to both social and data scientists while keeping the focus on research questions and purposes Illustrates social science and data science principles through real-world problems Links computer science concepts to practical social science research Promotes good scientific practice Provides freely available data and code as well as practical programming exercises through Binder and GitHub New to the Second Edition Increased use of examples from different areas of social sciences New chapter on dealing with Bias and Fairness in Machine Learning models Expanded chapters focusing on Machine Learning and Text Analysis Revamped

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hands-on Jupyter notebooks to reinforce concepts covered in each chapter This classroom-tested book fills a major gap in graduate- and professional-level data science and social science education. It can be used to train a new generation of social data scientists to tackle real-world problems and improve the skills and competencies of applied social scientists and public policy practitioners. It empowers you to use the massive and rapidly growing amounts of available data to interpret economic and social activities in a scientific and rigorous manner.

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

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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

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measurable difference in their organizations.

Discover how 25 powerful technology trends are transforming 21st century businesses How will the latest technologies transform your business? Future Tech Trends in Practice will give you the knowledge of today ' s most important technology trends, and how to take full advantage of them to grow your business. The book presents 25 real-world technology trends along with their potential contributions to organisational success. You ' ll learn how to integrate existing advancements and plan for those that are on the way. In this book, best-selling author, strategic business advisor, and respected futurist Bernard Marr explains the role of technology in providing innovative businesses solutions for companies of varying sizes and across different industries. He covers wide-

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ranging trends and provides an overview of how companies are using these new and emerging technologies in practice. You, too, can prepare your company for the potential and power of trending technology by examining these and other areas of innovation described in Future Tech Trends in Practice: Artificial intelligence, including machine and deep learning The Internet of Things and the rise of smart devices Self-driving cars and autonomous drones 3D printing and additive manufacturing Blockchain technology Genomics and gene editing Augmented, virtual and mixed reality When you understand the technology trends that are driving success, now and into the future, you ' ll be better positioned to address and solve problems within your organisation.

Applications of Big Data in Healthcare: Theory and Practice

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begins with the basics of Big Data analysis and introduces the tools, processes and procedures associated with Big Data analytics. The book unites healthcare with Big Data analysis and uses the advantages of the latter to solve the problems faced by the former. The authors present the challenges faced by the healthcare industry, including capturing, storing, searching, sharing and analyzing data. This book illustrates the challenges in the applications of Big Data and suggests ways to overcome them, with a primary emphasis on data repositories, challenges, and concepts for data scientists, engineers and clinicians. The applications of Big Data have grown tremendously within the past few years and its growth can not only be attributed to its competence to handle large data streams but also to its abilities to find insights from

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complex, noisy, heterogeneous, longitudinal and voluminous data. The main objectives of Big Data in the healthcare sector is to come up with ways to provide personalized healthcare to patients by taking into account the enormous amounts of already existing data. Provides case studies that illustrate the business processes underlying the use of big data and deep learning health analytics to improve health care delivery Supplies readers with a foundation for further specialized study in clinical analysis and data management Includes links to websites, videos, articles and other online content to expand and support the primary learning objectives for each major section of the book

Big Data in Small Business

Data-Driven HR

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Principles and Best Practices of Scalable Realtime Data
Systems

Key Business Analytics

Big Data-Enabled Nursing

How to Use Analytics and Metrics to Drive Performance

Data Warehousing in the Age of Big Data

Promise, Application and Pitfalls

Utilize R to uncover hidden patterns in your Big Data

About This Book Perform computational analyses on

Big Data to generate meaningful results Get a

practical knowledge of R programming language

while working on Big Data platforms like Hadoop,

Spark, H2O and SQL/NoSQL databases, Explore

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fast, streaming, and scalable data analysis with the most cutting-edge technologies in the market Who This Book Is For This book is intended for Data Analysts, Scientists, Data Engineers, Statisticians, Researchers, who want to integrate R with their current or future Big Data workflows. It is assumed that readers have some experience in data analysis and understanding of data management and algorithmic processing of large quantities of data, however they may lack specific skills related to R. What You Will Learn Learn about current state of Big Data processing using R programming language and

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its powerful statistical capabilities Deploy Big Data analytics platforms with selected Big Data tools supported by R in a cost-effective and time-saving manner Apply the R language to real-world Big Data problems on a multi-node Hadoop cluster, e.g. electricity consumption across various socio-demographic indicators and bike share scheme usage Explore the compatibility of R with Hadoop, Spark, SQL and NoSQL databases, and H2O platform In Detail Big Data analytics is the process of examining large and complex data sets that often exceed the computational capabilities. R is a leading

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programming language of data science, consisting of powerful functions to tackle all problems related to Big Data processing. The book will begin with a brief introduction to the Big Data world and its current industry standards. With introduction to the R language and presenting its development, structure, applications in real world, and its shortcomings. Book will progress towards revision of major R functions for data management and transformations. Readers will be introduced to Cloud based Big Data solutions (e.g. Amazon EC2 instances and Amazon RDS, Microsoft Azure and its HDInsight clusters)

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and also provide guidance on R connectivity with relational and non-relational databases such as MongoDB and HBase etc. It will further expand to include Big Data tools such as Apache Hadoop ecosystem, HDFS and MapReduce frameworks. Also other R compatible tools such as Apache Spark, its machine learning library Spark MLlib, as well as H2O. Style and approach This book will serve as a practical guide to tackling Big Data problems using R programming language and its statistical environment. Each section of the book will present you with concise and easy-to-follow steps on

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how to process, transform and analyse large data sets.

This book covers IoT and Big Data from a technical and business point of view. The book explains the design principles, algorithms, technical knowledge, and marketing for IoT systems. It emphasizes applications of big data and IoT. It includes scientific algorithms and key techniques for fusion of both areas. Real case applications from different industries are offering to facilitate ease of understanding the approach. The book goes on to address the significance of security algorithms in

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combining IoT and big data which is currently evolving in communication technologies. The book is written for researchers, professionals, and academicians from interdisciplinary and transdisciplinary areas. The readers will get an opportunity to know the conceptual ideas with step-by-step pragmatic examples which makes ease of understanding no matter the level of the reader.

What are your organization's policies for generating and using huge datasets full of personal information? This book examines ethical questions raised by the big data phenomenon, and explains why enterprises

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need to reconsider business decisions concerning privacy and identity. Authors Kord Davis and Doug Patterson provide methods and techniques to help your business engage in a transparent and productive ethical inquiry into your current data practices. Both individuals and organizations have legitimate interests in understanding how data is handled. Your use of data can directly affect brand quality and revenue—as Target, Apple, Netflix, and dozens of other companies have discovered. With this book, you'll learn how to align your actions with explicit company values and preserve the trust of

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customers, partners, and stakeholders. Review your data-handling practices and examine whether they reflect core organizational values Express coherent and consistent positions on your organization's use of big data Define tactical plans to close gaps between values and practices—and discover how to maintain alignment as conditions change over time Maintain a balance between the benefits of innovation and the risks of unintended consequences

Big Data Demystified

Data Science Methods and Tools for Research and

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Practice

The Digital Future of Learning, Policy and Practice
Preparing, Sharing, and Analyzing Complex
Information

Understanding How Data Powers Big Business
A General Management Perspective

*Both Traditional Students and Working Professionals
Acquire the Skills to Analyze Social Problems. Big
Data and Social Science: A Practical Guide to Methods
and Tools shows how to apply data science to real-
world problems in both research and the practice. The
book provides practical guidance on combining*

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methods and tools from computer science, statistics, and social science. This concrete approach is illustrated throughout using an important national problem, the quantitative study of innovation. The text draws on the expertise of prominent leaders in statistics, the social sciences, data science, and computer science to teach students how to use modern social science research principles as well as the best analytical and computational tools. It uses a real-world challenge to introduce how these tools are used to identify and capture appropriate data, apply data science models and tools to that data, and recognize and respond to data errors and limitations. For more

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information, including sample chapters and news, please visit the author's website.

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

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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

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Summary Big Data teaches you to build big data systems using an architecture that takes advantage of clustered hardware along with new tools designed specifically to capture and analyze web-scale data. It describes a scalable, easy-to-understand approach to big data systems that can be built and run by a small team. Following a realistic example, this book guides readers through the theory of big data systems, how to implement them in practice, and how to deploy and operate them once they're built. Purchase of the print book includes a free eBook in PDF, Kindle, and ePub formats from Manning Publications. About the Book Web-scale applications like social networks, real-time

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analytics, or e-commerce sites deal with a lot of data, whose volume and velocity exceed the limits of traditional database systems. These applications require architectures built around clusters of machines to store and process data of any size, or speed. Fortunately, scale and simplicity are not mutually exclusive. Big Data teaches you to build big data systems using an architecture designed specifically to capture and analyze web-scale data. This book presents the Lambda Architecture, a scalable, easy-to-understand approach that can be built and run by a small team. You'll explore the theory of big data systems and how to implement them in

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practice. In addition to discovering a general framework for processing big data, you'll learn specific technologies like Hadoop, Storm, and NoSQL databases. This book requires no previous exposure to large-scale data analysis or NoSQL tools. Familiarity with traditional databases is helpful. What's Inside Introduction to big data systems Real-time processing of web-scale data Tools like Hadoop, Cassandra, and Storm Extensions to traditional database skills About the Authors Nathan Marz is the creator of Apache Storm and the originator of the Lambda Architecture for big data systems. James Warren is an analytics architect with a background in machine learning and

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scientific computing. Table of Contents A new paradigm for Big Data PART 1 BATCH LAYER Data model for Big Data Data model for Big Data: Illustration Data storage on the batch layer Data storage on the batch layer: Illustration Batch layer Batch layer: Illustration An example batch layer: Architecture and algorithms An example batch layer: Implementation PART 2 SERVING LAYER Serving layer Serving layer: Illustration PART 3 SPEED LAYER Realtime views Realtime views: Illustration Queuing and stream processing Queuing and stream processing: Illustration Micro-batch stream processing Micro-batch stream processing: Illustration Lambda

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Architecture in depth