The Big Data Revolution

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(Mrs. Winifred Fritsch)

THE BIG DATA REVOLUTION

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Createspace, United States, 2013. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.We create more data in a day then we did from the dawn of man through 2003 and approximately 90 of all the world s data has been created in the past 2 years. What does this mean to you? In The Big Data Revolution we explore this very question and reveal the data secrets your competitors don t want you to know. Our world is transforming as the data deluge knocks us out of our old ways and into the data driven reality. Some companies are winning by taking advantages of the opportunities in this evolving world while others are falling behind. Pioneers like Amazon, Target, and Google are blazing a trail that we can follow, and in The Big Data Revolution we help you do just that. Big Data promises to give us a world driven by information and solid data, bringing far greater productivity, increased profits, and lower costs; and in The Big Data Revolution we explore those winning strategies and techniques and the tools behind them. Want to learn how companies like Amazon, Target, and IBM use data to gain competitive advantages? Or how Obama used Big Data tools to better utilize his resources? The Big Data Revolution was written for the non-or-only-slightly-technical business person in mind--but in a way that gives you enough meat behind the ideas so that you have a road map that tells you how to get where you want to go. It uses real-world examples and case studies to illustrates the concepts and explore the technology that makes them happen. The Big Data Revolution is comprised of four parts: Part 1: Data Science In Part 1 we first introduce...

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