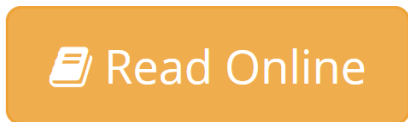


Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series)

By Frank J. Ohlhorst



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Unique insights to implement big data analytics and reap big returns to your bottom line

Focusing on the business and financial value of big data analytics, respected technology journalist Frank J. Ohlhorst shares his insights on the newly emerging field of big data analytics in *Big Data Analytics*. This breakthrough book demonstrates the importance of analytics, defines the processes, highlights the tangible and intangible values and discusses how you can turn a business liability into actionable material that can be used to redefine markets, improve profits and identify new business opportunities.

- Reveals big data analytics as the next wave for businesses looking for competitive advantage
- Takes an in-depth look at the financial value of big data analytics
- Offers tools and best practices for working with big data

Once the domain of large on-line retailers such as eBay and Amazon, big data is now accessible by businesses of all sizes and across industries. From how to mine the data your company collects, to the data that is available on the outside, *Big Data Analytics* shows how you can leverage big data into a key component in your business's growth strategy.

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Editorial Review

From the Inside Flap

The promises offered by Big Data–driven decision making have been recognized broadly. Once the domain of only the heaviest of hitters—including Amazon, eBay, and Disney—Big Data analytics is now accessible to businesses of all sizes, across all industries. In *Big Data Analytics*, you'll learn how to extract intelligence and value out of your large data sets to grow your business, your bottom line, and your competitive edge.

Focusing on the business and financial value of Big Data analytics, technical guru Frank Ohlhorst shares his insights on this newly emerging field to demonstrate the importance of analytics and define the processes. In *Big Data Analytics*, Ohlhorst highlights the tangible and intangible values and discusses how to turn a business liability—such as large scale data storage, backup, and archiving—into actionable material that can be used to redefine markets, improve profits, and identify new business opportunities.

Beginning with the evolution of the technology as well as some of the basic concepts behind deriving value, *Big Data Analytics* explores:

- The different types of data sources involved and why they are important to businesses seeking to find value in data sets
- Building a business case that spurs investment into technologies
- The skill sets needed to successfully leverage your data sets
- How to incorporate Big Data into a corporate culture
- Various public and private sources for data
- Storage, processing power, platforms, and the elements that make up a Big Data analytics system
- The tools and techniques that keep large data sources secure
- Potential pitfalls and how to avoid them
- How Big Data moves through the analysis process and is transformed into usable information that delivers value

To become bigger, you must think bigger. Discover the value in your data sets and maximize your bottom line with *Big Data Analytics*.

From the Back Cover

Think bigger and see bigger returns with Big Data Analytics

You're sitting on a gold mine. Buried deep within your backup, in your data archives, or in the data sets right under your nose, are the secrets to increasing your revenue, finding new business relationships, and making more intuitive decisions that will take your organization to the next level. In *Big Data Analytics*, you'll discover how to harness, analyze, and leverage your data to see big returns to your bottom line.

Author Frank Ohlhorst shares his decades of technical experience to show you how to implement Big Data analytics into any size business or industry. In *Big Data Analytics*, you'll discover how to mine the value of the data, expose trends that can be converted into competitive strategies, and explore data sources in more interesting and applicable ways to develop intelligence that solves problems and increases profits,

productivity, and business opportunities.

Exploring the concepts behind Big Data, how to analyze that data, and the payout you can achieve from acting on your data, *Big Data Analytics* reveals:

- The 4Vs of Big Data and the intrinsic value of each
- Big Data and the business case: beyond Hadoop
- Building the Big Data dream team
- Choosing among in-house, outsourced, or hybrid approaches
- The evolution of Big Data: today, tomorrow, and the next day
- Best and worst practices
- Bringing it all together

Any organization looking to stay ahead of the pack needs to get its arms around Big Data today. Learn how to make your data a key component of your growth strategy with *Big Data Analytics*.

About the Author

FRANK J. OHLHORST is an award-winning technology journalist, professional speaker, and IT business consultant with over twenty-five years of experience in the technology arena. He has written for several leading technology publications, speaks at many industry conferences, and has several industry certifications.

Users Review

From reader reviews:

Monica Ceja:

In this 21st one hundred year, people become competitive in each way. By being competitive right now, people have do something to make these individuals survives, being in the middle of the particular crowded place and notice by simply surrounding. One thing that often many people have underestimated that for a while is reading. Yes, by reading a publication your ability to survive raise then having chance to remain than other is high. For yourself who want to start reading any book, we give you that Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) book as beginner and daily reading publication. Why, because this book is greater than just a book.

Barbie Brookins:

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Edna Miller:

Playing with family in the park, coming to see the coastal world or hanging out with pals is thing that usually you could have done when you have spare time, subsequently why you don't try thing that really opposite from that. One activity that make you not experience tired but still relaxing, trilling like on roller coaster you have been ride on and with addition of information. Even you love Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series), you may enjoy both. It is very good combination right, you still would like to miss it? What kind of hang type is it? Oh come on its mind hangout folks. What? Still don't obtain it, oh come on its identified as reading friends.

Na Urquhart:

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