Analytics In A Big Data World The Essential To Data Science And Its Applications Wiley And Sas Business Series

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Big Data Analytics
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Big Data For Dummies
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People Analytics in the Era of Big Data
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Handbook of Research on Cloud Infrastructures for Big Data Analytics
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Big Data
Big Data Analytics Methods

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PHILLIPS KIERA

Digitalisierung der Unternehmenssteuerung Springer
The business guide to Big Data in insurance, with practical application insight Big Data and Analytics for Insurers is the industry-specific guide to creating operational effectiveness, managing risk, improving financials, and retaining customers. Written from a non-IT perspective, this book focusses less on the architecture and technical details, instead providing practical guidance on translating analytics into target delivery. The discussion examines implementation, interpretation, and application to show you what Big Data can do for your business, with insights and examples targeted specifically to the insurance industry. From fraud analytics in claims management, to customer analytics, to risk analytics in Solvency 2, comprehensive coverage presented in accessible language makes this guide an invaluable resource for any insurance professional. The insurance industry is heavily dependent on data, and the advent of Big Data and analytics represents a major advance with tremendous potential – yet clear, practical advice on the business side of analytics is lacking. This book fills the void with concrete information on using Big Data in the context of day-to-day insurance operations and strategy. Understand what Big Data is and what it can do Delve into Big Data's specific impact on the insurance industry Learn how advanced analytics can revolutionise the industry Bring Big Data out of IT and into strategy, management, marketing, and more Big Data and analytics is changing business – but how? The majority of Big Data guides discuss data collection, database administration, advanced analytics, and the power of Big Data – but what do you actually do with it? Big Data and Analytics for Insurers answers your questions in real, everyday business terms, tailored specifically to the insurance industry's unique needs, challenges, and targets.
Big Data Analytics McGraw Hill Professional
Big Data, Big AnalyticsJohn Wiley & Sons
Data Analytics und Big Data. Absatzsteigerung im Online-Shop mithilfe von Analyse-Werkzeugen Springer-Verlag
This edited book will serve as a source of reference for technologies and applications for multimodality data analytics in big data environments. After an introduction, the editors organize the book into four main parts on sentiment, affect and emotion analytics for big multimodal data; unsupervised learning strategies for big multimodal data; supervised learning strategies for big multimodal data; and multimodal big data processing and applications. The book will be of value to researchers, professionals and students in engineering and computer science, particularly those engaged with image and speech processing, multimodal information processing, data science, and artificial intelligence.
Big Data Analytics and Cloud Computing GRIN Verlag
The main purpose of this book is to investigate, explore and describe approaches and methods to facilitate data understanding through analytics solutions based on its principles, concepts and applications. But analyzing data is also about involving the use of software. For this, and in order to cover some aspect of data analytics, this book uses software (Excel, SPSS, Python, etc) which can help readers to better understand the analytics process in simple terms and supporting useful methods in its application.
Big Data For Dummies Vpt
This book presents the latest advances in machine intelligence and big data analytics to improve early warning of cyber-attacks, for cybersecurity intrusion detection and monitoring, and malware analysis. Cyber-attacks have posed real and wide-ranging threats for the information society. Detecting cyber-attacks becomes a challenge, not only because of the sophistication of attacks but also because of the large scale and complex nature of today’s IT infrastructures. It discusses novel trends and achievements in machine intelligence and their role in the development of secure systems and identifies open and future research issues related to the application of machine intelligence in the cybersecurity field. Bridging an important gap between machine intelligence, big data, and cybersecurity communities, it aspires to provide a relevant reference for students, researchers, engineers, and professionals working in this area or those interested in grasping its diverse facets and exploring the latest advances on machine intelligence and big data analytics for cybersecurity applications.
Big Data Analytics and Intelligence Apress
In this textbook, basic mathematical models used in Big Data Analytics are presented and application-oriented references to relevant practical issues are made. Necessary mathematical tools are examined and applied to current problems of data analysis, such as brand loyalty, portfolio selection, credit investigation, quality control, product clustering, asset pricing etc. – mainly in an economic context. In addition, we discuss interdisciplinary applications to biology, linguistics, sociology, electrical engineering, computer science and artificial intelligence. For the models, we make use of a wide range of mathematics – from basic disciplines of numerical linear algebra, statistics and optimization to more specialized game, graph and even complexity theories. By doing so, we cover all relevant techniques commonly used in Big Data Analytics.Each chapter starts with a concrete practical problem whose primary aim is to motivate the study of a particular Big Data Analytics technique. Next, mathematical results follow – including important definitions, auxiliary statements and conclusions arising. Case-studies help to deepen the acquired knowledge by applying it in an interdisciplinary context. Exercises serve to improve understanding of the underlying theory. Complete solutions for exercises can be consulted by the interested reader at the end of the textbook; for some which have to be solved numerically, we provide descriptions of algorithms in Python code as supplementary material.This textbook has been recommended and developed for university courses in Germany, Austria and Switzerland.
Big Data Analytics with SAS CRC Press
Boost your Big Data IQ! Gain insight into how to govern and consume IBM’s unique in-motion and at-rest Big Data analytic capabilities Big Data represents a new era of computing—an inflection point of opportunity where data in any format may be explored and utilized for breakthrough insights—whether that data is in-place, in-motion, or at-rest. IBM is uniquely positioned to help clients navigate this transformation. This book reveals how IBM is infusing open source Big Data technologies with IBM innovation that manifest in a platform capable of "changing the game." The four defining characteristics of Big Data—volume, variety, velocity, and veracity—are discussed. You’ll understand how IBM is fully committed to Hadoop and integrating it into the enterprise. Hear about how organizations are taking inventories of their existing Big Data assets, with search capabilities that help organizations discover what they could already know, and extend their reach into new data territories for unprecedented model accuracy and discovery. In this book you will also learn not just about the technologies that make up the IBM Big Data platform, but when to leverage its purpose-built engines for analytics on data in-motion and data at-rest. And you’ll gain an understanding of how and when to govern Big Data, and how IBM’s industry-leading InfoSphere integration and governance portfolio helps you understand, govern, and effectively utilize Big Data. Industry use cases are also included in this practical guide.
People Analytics in the Era of Big Data Emerald Group Publishing

Unique prospective on the big data analytics phenomenon for both business and IT professionals The availability of Big Data, low-cost commodity hardware and new information management and analytics software has produced a unique moment in the history of business. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. These capabilities are neither theoretical nor trivial. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue and profitability. The Age of Big Data is here, and these are truly revolutionary times. This timely book looks at cutting-edge companies supporting an exciting new generation of business analytics. Learn more about the trends in big data and how they are impacting the business world (Risk, Marketing, Healthcare, Financial Services, etc.) Explains this new technology and how companies can use them effectively to gather the data that they need and glean critical insights Explores relevant topics such as data privacy, data visualization, unstructured data, crowd sourcing data scientists, cloud computing for big data, and much more.

Smart Data Analytics IGI Global

The guide to targeting and leveraging business opportunities using big data & analytics By leveraging big data & analytics, businesses create the potential to better understand, manage, and strategically exploiting the complex dynamics of customer behavior. Analytics in a Big Data World reveals how to tap into the powerful tool of data analytics to create a strategic advantage and identify new business opportunities. Designed to be an accessible resource, this essential book does not include exhaustive coverage of all analytical techniques, instead focusing on analytics techniques that really provide added value in business environments. The book draws on author Bart Baesens' expertise on the topics of big data, analytics and its applications in e.g. credit risk, marketing, and fraud to provide a clear roadmap for organizations that want to use data analytics to their advantage, but need a good starting point. Baesens has conducted extensive research on big data, analytics, customer relationship management, web analytics, fraud detection, and credit risk management, and uses this experience to bring clarity to a complex topic. Includes numerous case studies on risk management, fraud detection, customer relationship management, and web analytics Offers the results of research and the author's personal experience in banking, retail, and government Contains an overview of the visionary ideas and current developments on the strategic use of analytics for business Covers the topic of data analytics in easy-to-understand terms without an undo emphasis on mathematics and the minutiae of statistical analysis For organizations looking to enhance their capabilities via data analytics, this resource is the go-to reference for leveraging data to enhance business capabilities.

Handbook of Research on Cloud Infrastructures for Big Data Analytics John Wiley & Sons

Big Data - 4 book BUNDLE!! Data Analytics for Beginners In this book you will learn: Putting Data Analytics to Work The Rise of Data Analytics Big Data Defined Cluster Analysis Applications of Cluster Analysis Commonly Graphed Information Data Visualization Four Important Features of Data Visualization Software Big Data Impact Envisaged by 2020 Pros and Cons of Big Data Analytics And of course much more! Deep Learning with Keras In this book you will learn: Deep Neural Network Neural Network Elements Keras Models Sequential Model Functional API Model Keras Layers Core Keras Layers Convolutional Keras Layers Recurrent Keras Layers Deep Learning Algorithms Supervised Learning Algorithms Applications of Deep Learning Models Automatic Speech and Image Recognition Natural Language Processing Video Game Development Real World Applications And of course much more! Analyzing Data with Power BI In this book you will learn: Basics of data analysis processes Fundamental data analysis algorithms Basic of data and text mining, data visualization and business intelligence Techniques used for analysing quantitative data Basic data analysis tasks Conceptual, logical and physical data models Power BI service and data modelling Creating reports and visualizations in Power BI Data transformation and data cleaning in Power BI Real world applications of data analysis Convolutional Neural Networks In Python In this book you will learn: Architecture of convolutional neural networks Solving computer vision tasks using convolutional neural networks Python and computer vision Automatic image and speech recognition Theano and TenroeFlow image recognition How to use MNIST vision dataset What are commonly used convolutional filters Download this book bundle NOW and SAVE money!!

Big Data Analytics for Internet of Things McGraw Hill Professional

BIG DATA ANALYTICS FOR INTERNET OF THINGS Discover the latest developments in IoT Big Data with a new resource from established and emerging leaders in the field Big Data Analytics for Internet of Things delivers a comprehensive overview of all aspects of big data analytics in Internet of Things (IoT) systems. The book includes discussions of the enabling technologies of IoT data analytics, types of IoT data analytics, challenges in IoT data analytics, demand for IoT data analytics, computing platforms, analytical tools, privacy, and security. The distinguished editors have included resources that address key techniques in the analysis of IoT data. The book demonstrates how to select the appropriate techniques to unearth valuable insights from IoT data and offers novel designs for IoT systems. With an abiding focus on practical strategies with concrete applications for data analysts and IoT professionals, Big Data Analytics for Internet of Things also offers readers: A thorough introduction to the Internet of Things, including IoT architectures, enabling technologies, and applications An exploration of the intersection between the Internet of Things and Big Data, including IoT as a source of Big Data, the unique characteristics of IoT data, etc. A discussion of the IoT data analytics, including the data analytical requirements of IoT data and the types of IoT analytics, including predictive, descriptive, and prescriptive analytics A treatment of machine learning techniques for IoT data analytics Perfect for professionals, industry practitioners, and researchers engaged in big data analytics related to IoT systems, Big Data Analytics for Internet of Things will also earn a place in the libraries of IoT designers and manufacturers interested in facilitating the efficient implementation of data analytics strategies.

Big Data Analytics in Cognitive Social Media and Literary Texts MileStone Research Publications

Leverage the capabilities of SAS to process and analyze Big Data About This Book Combine SAS with platforms such as Hadoop, SAP HANA, and Cloud Foundry-based platforms for effecient Big Data analytics Learn how to use the web browser-based SAS Studio and iPython Jupyter Notebook interfaces with SAS Practical, real-world examples on predictive modeling, forecasting, optimizing and reporting your Big Data analysis with SAS Who This Book Is For SAS professionals and data analysts who wish to perform analytics on Big Data using SAS to gain actionable insights will find this book to be very useful. If you are a data science professional looking to perform large-scale analytics with SAS, this book will also help you. A basic understanding of SAS will be helpful, but is not mandatory. What You Will Learn Configure a free version of SAS in order do hands-on exercises dealing with data management, analysis, and reporting. Understand the basic concepts of the SAS language which consists of the data step (for data preparation) and procedures (or PROCs) for analysis. Make use of the web browser based SAS Studio and iPython Jupyter Notebook interfaces for coding in the SAS, DS2, and FedSQL programming languages. Understand how the DS2 programming language plays an important role in Big Data preparation and analysis using SAS Integrate and work efficiently with Big Data platforms like Hadoop, SAP HANA, and cloud foundry based systems. In Detail SAS has been recognized by Money Magazine and Payscale as one of the top business skills to learn in order to advance one's career. Through innovative data management, analytics, and business intelligence software and services, SAS helps customers solve their business problems by allowing them to make better decisions faster. This book introduces the reader to the SAS and how they can use SAS to perform efficient analysis on any size data, including Big Data. The reader will learn how to prepare data for analysis, perform predictive, forecasting, and optimization analysis and then deploy or report on the results of these analyses. While performing the coding examples within this book the reader will learn how to use the web browser based SAS Studio and iPython Jupyter Notebook interfaces for working with SAS. Finally, the reader will learn how SAS's architecture is engineered and designed to scale up and/or out and be combined with the open source offerings such as Hadoop, Python, and R. By the end of this book, you will be able to clearly understand how you can efficiently analyze Big Data using SAS. Style and approach The book starts off by introducing the reader to SAS and the SAS programming language which provides data management, analytical, and reporting capabilities. Most chapters include hands on examples which highlights how SAS provides The Power to Know©. The reader will learn that if they are looking to perform large-scale data analysis that SAS provides an open platform engineered and designed to scale both up and out which allows the power of SAS to combine with open source offerings such as Hadoop, Python, and R.

Cognitive Computing and Big Data Analytics Springer

Big Data represents a new era in data exploration and utilization, and IBM is uniquely positioned to help clients navigate this transformation. This book reveals how IBM is leveraging open source Big Data technology, infused with IBM technologies, to deliver a robust, secure, highly available, enterprise-class Big Data platform. The three defining characteristics of Big Data--volume, variety, and velocity--are discussed. You'll get a primer on Hadoop and how IBM is hardening it for the enterprise, and learn when to leverage IBM InfoSphere BigInsights (Big Data at rest) and IBM InfoSphere Streams (Big Data in motion) technologies. Industry use cases are also included in this practical guide. Learn how IBM hardens Hadoop for enterprise-class scalability and reliability Gain insight into IBM's unique in-motion and at-rest Big Data analytics platform Learn tips and tricks for Big Data use cases and solutions Get a quick Hadoop primer

big data @ work John Wiley & Sons

Apply predictive analytics throughout all stages of workforce management People Analytics in the Era of Big Data provides a blueprint for leveraging your talent pool through the use of data analytics. Written by the Global Vice President of Business Intelligence and Predictive Analytics at Monster Worldwide, this book is packed full of actionable insights to help you source, recruit, acquire, engage, retain, promote, and manage the exceptional talent your organization needs. With a unique approach that applies analytics to every stage of the hiring process and the entire workforce planning and management cycle, this informative guide provides the key perspective that brings analytics into HR in a truly useful way. You're already inundated with disparate employee data, so why not mine that data for insights that add value to your organization and strengthen your workforce? This book presents a practical framework for real-world talent analytics, backed by groundbreaking examples of workforce analytics in action across the U.S., Canada, Europe, Asia, and Australia. Leverage predictive analytics throughout the hiring process Utilize analytics techniques for more effective workforce management Learn how people analytics benefits organizations of all sizes in various industries Integrate analytics into HR practices seamlessly and thoroughly Corporate executives need fact-based insights into what will happen with their talent. Who should you hire? Who should you promote? Who are the top or bottom performers, and why? Who is at risk to quit, and why? Analytics can provide these answers, and give you insights based on quantifiable data instead of gut feeling and subjective assessment. People Analytics in the Era of Big Data is the essential guide to optimizing your workforce with the tools already at your disposal.

Big Data Analytics Springer Nature

Bachelorarbeit aus dem Jahr 2020 im Fachbereich BWL - Informationswissenschaften, Informationsmanagement, Note: 1,0, SRH Fachhochschule Heidelberg, Sprache: Deutsch, Abstract: Ziel dieser Arbeit ist es, den möglichen Einsatz von Big Data Analytics (nachfolgend als BDA abgekürzt) zur frühzeitigen Identifizierung von potenziellen Chancen und drohenden Risiken anhand von exemplarischen Beispielen aufzuzeigen. Big Data Analytics soll dazu verhelfen, die bisherigen Grenzen von Methoden in Bezug zur Identifizierung von strategischen Chancen und Risiken zu überwinden. Wie könnte der Einsatz von Big Data Analytics die Identifizierung von schwachen Signalen automatisieren und objektivieren? Die durchschnittliche Lebenserwartung eines nicht-börsennotierten Unternehmens beträgt ca. 15 Jahre. Unternehmen sind häufig nicht in der Lage auf Umbrüche aus der Unternehmensumwelt rechtzeitig zu reagieren. Strategische Frühaufklärung ermöglicht relevante Entwicklungen zu identifizieren, um mögliche notwendige Maßnahmen frühzeitig zu antizipieren. Ein durchschnittliches Unternehmen hatte bereits 2014 ca. 427-mal so viele Daten, wie insgesamt in der US Kongressbibliothek gespeichert wurden. Big Data Analytics soll dazu verhelfen, die bisherigen Grenzen von Methoden der strategischen Frühaufklärung zu überwinden. Anhand von verschiedenen Fallbeispielen wurde abgeleitet, dass die rechtzeitige Identifizierung von schwachen Signalen und die Antizipation über alternative Zukünfte erfolgsentscheidend sind. Zwei literaturbasierte Fallstudien präsentieren den praxisbezogenen Einsatz von Big Data Analytics für die rechtzeitige Identifizierung von schwachen Signalen. Dennoch bleibt die strategische Antizipation über alternative Zukunft ein wertbeladener und kreativer Prozess der Entscheidung und kann (noch) nicht automatisiert werden.

Machine Intelligence and Big Data Analytics for Cybersecurity Applications Springer Nature

This volume explores the diverse applications of advanced tools and technologies of the emerging field of big data and their evidential value in business. It examines the role of analytics tools and methods of using big data in strengthening businesses to meet today’s information challenges and shows how businesses can adapt big data for effective businesses practices. This volume shows how big data and the use of data analytics is being effectively adopted more frequently, especially in companies that are looking for new methods to develop smarter capabilities and tackle challenges in dynamic processes. Many illustrative case studies are presented that highlight how companies in every sector are now focusing on harnessing data to create a new way of doing business.

Big Data Analytics in Supply Chain Management Vahlen

This book reviews the theoretical concepts, leading-edge techniques and practical tools involved in the latest multi-disciplinary approaches addressing the challenges of big data. Illuminating perspectives from both academia and industry are presented by an international selection of experts in big data science. Topics and features: describes the innovative advances in theoretical aspects of big data, predictive analytics and cloud-based architectures; examines the applications and implementations that utilize big data in cloud architectures; surveys the state of the art in architectural approaches to the provision of cloud-based big data analytics functions; identifies potential research directions and technologies to facilitate the realization of emerging business models through big data approaches; provides relevant theoretical frameworks, empirical research findings, and numerous case studies; discusses real-world applications of algorithms and techniques to address the challenges of big datasets.

Multimodal Analytics for Next-Generation Big Data Technologies and Applications Big Data, Big Analytics

Big data is presenting challenges to cybersecurity. For an example, the Internet of Things (IoT) will

reportedly soon generate a staggering 400 zettabytes (ZB) of data a year. Self-driving cars are predicted to churn out 4000 GB of data per hour of driving. Big data analytics, as an emerging analytical technology, offers the capability to collect, store, process, and visualize these vast amounts of data. Big Data Analytics in Cybersecurity examines security challenges surrounding big data and provides actionable insights that can be used to improve the current practices of network operators and administrators. Applying big data analytics in cybersecurity is critical. By exploiting data from the networks and computers, analysts can discover useful network information from data. Decision makers can make more informative decisions by using this analysis, including what actions need to be performed, and improvement recommendations to policies, guidelines, procedures, tools, and other aspects of the network processes. Bringing together experts from academia, government laboratories, and industry, the book provides insight to both new and more experienced security professionals, as well as data analytics professionals who have varying levels of cybersecurity expertise. It covers a wide range of topics in cybersecurity, which include: Network forensics Threat analysis Vulnerability assessment Visualization Cyber training. In addition, emerging security domains such as the IoT, cloud computing, fog computing, mobile computing, and cyber-social networks are examined. The book first focuses on how big data analytics can be used in different aspects of cybersecurity including network forensics, root-cause analysis, and security training. Next it discusses big data challenges and solutions in such emerging cybersecurity domains as fog computing, IoT, and mobile app security. The book concludes by presenting the tools and datasets for future cybersecurity research.

Deep Learning: Convergence to Big Data Analytics IGI Global

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

Analytics in a Big Data World Springer

Find the right big data solution for your business ororganization Big data management is one of the major challenges facingbusiness, industry, and not-for-profit organizations. Data setssuch as customer transactions for a mega-retailer, weather patternsmonitored by meteorologists, or social network activity can quicklyoutpace the capacity of traditional data management tools. If youneed to develop or manage big data solutions, you'll appreciate howthese four experts define, explain, and guide you through this newand often confusing concept. You'll learn what it is, why itmatters, and how to choose and implement solutions that work. Effectively managing big data is an issue of growing importanceto businesses, not-for-profit organizations, government, and ITprofessionals Authors are experts in information management, big data, and avariety of solutions Explains big data in detail and discusses how to select andimplement a solution, security concerns to consider, data storageand presentation issues, analytics, and much more Provides essential information in a no-nonsense,easy-to-understand style that is empowering Big Data For Dummies cuts through the confusion and helpsyou take charge of big data solutions for your organization.

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