

BIG DATA ANALYTICS

A Practical Guide
for Managers

Kim H. Pries
Robert Dunnigan



CRC Press
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AN AUERBACH BOOK

Big Data Analytics A Practical Guide For Managers

Daniel F McAuley



Big Data Analytics A Practical Guide For Managers:

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Big Data Analytics Kim H. Pries, Robert Dunnigan, 2015-02-05 With this book managers and decision makers are given the tools to make more informed decisions about big data purchasing initiatives Big Data Analytics A Practical Guide for Managers not only supplies descriptions of common tools but also surveys the various products and vendors that supply the big data market Comparing and contrasting the dif

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companies need to clearly define what it is they need to know Outlines how companies 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

Big Data Analytics for Improved Accuracy, Efficiency, and Decision Making in Digital Marketing Singh, Amandeep,2021-06-18 The availability of big data low cost commodity hardware and new information management and analytic software have produced a unique moment in the history of data analysis 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 They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency productivity revenue and profitability especially in digital marketing Data plays a huge role in understanding valuable insights about target demographics and customer preferences From every interaction with technology regardless of whether it is active or passive we are creating new data that can describe us If analyzed correctly these data points can explain a lot about our behavior personalities and life events Companies can leverage these insights for product improvements business strategy and marketing campaigns to cater to the target customers Big Data Analytics for Improved Accuracy Efficiency and Decision Making in Digital Marketing aids understanding of big data in terms of digital marketing for meaningful analysis of information that can improve marketing efforts and strategies using the latest digital techniques The chapters cover a wide array of essential marketing topics and techniques including search engine marketing consumer behavior social media marketing online advertising and how they interact with big data This book is essential for professionals and researchers working in the field of analytics data and digital marketing along with marketers advertisers brand managers social media specialists managers sales professionals practitioners researchers academicians and students looking for the latest information on how big data is being used in digital marketing strategies

Proceedings of the First International Conference on Intelligent Computing and Communication Jyotsna Kumar Mandal,Suresh Chandra Satapathy,Manas Kumar Sanyal,Vikrant Bhateja,2016-11-21 The book covers a wide range of topics in Computer Science and Information Technology including swarm intelligence artificial intelligence evolutionary algorithms and bio inspired algorithms It is a collection of papers presented at the First International Conference on Intelligent Computing and Communication ICIC2 2016 The prime areas of the conference are Intelligent Computing Intelligent Communication Bio informatics Geo informatics Algorithm Graphics and Image Processing Graph Labeling Web Security Privacy and e Commerce Computational Geometry Service Orient Architecture and Data Engineering

Big Data and Analytics Applications in Government Gregory Richards,2017-09-18 Within this context big data analytics BDA can be an important tool given that many analytic techniques within the big data world have been created specifically to deal with complexity and rapidly changing conditions The important task for public sector

organizations is to liberate analytics from narrow scientific silos and expand it across internally to reap maximum benefit across their portfolios of programs This book highlights contextual factors important to better situating the use of BDA within government organizations and demonstrates the wide range of applications of different BDA techniques It emphasizes the importance of leadership and organizational practices that can improve performance It explains that BDA initiatives should not be bolted on but should be integrated into the organization s performance management processes Equally important the book includes chapters that demonstrate the diversity of factors that need to be managed to launch and sustain BDA initiatives in public sector organizations

Big Data Analytics: Applications, Hadoop Technologies and Hive

Dr.P.Pushpa,Dr.V.Thamilarasi, Dr. S. Lakshmi Prabha,Mrs.Sudha Nagarajan,2024-04-22 Dr P Pushpa Lecturer School of Software Engineering East China University of Technology Nanchang Jiangxi China Dr V Thamilarasi Assistant Professor Department of Computer Science Sri Sarada College for Women Autonomous Salem Tamil Nadu India Dr S Lakshmi Prabha Associate Professor Department of Computer Science Seethalakshmi Ramaswami College Tiruchirappalli Tamil Nadu India Mrs Sudha Nagarajan Assistant Professor Department of Computer Science Excel College for Commerce and Science Komarapalayam Namakkal Tamil Nadu India

Data Analytics for Intelligent Transportation Systems Mashrur Chowdhury,Kakan Dey,Amy Apon,2024-11-02 Data Analytics for Intelligent Transportation Systems provides in depth coverage of data enabled methods for analyzing intelligent transportation systems ITS including the tools needed to implement these methods using big data analytics and other computing techniques The book examines the major characteristics of connected transportation systems along with the fundamental concepts of how to analyze the data they produce It explores collecting archiving processing and distributing the data designing data infrastructures data management and delivery systems and the required hardware and software technologies It presents extensive coverage of existing and forthcoming intelligent transportation systems and data analytics technologies All fundamentals concepts presented in this book are explained in the context of ITS Users will learn everything from the basics of different ITS data types and characteristics to how to evaluate alternative data analytics for different ITS applications They will discover how to design effective data visualizations tactics on the planning process and how to evaluate alternative data analytics for different connected transportation applications along with key safety and environmental applications for both commercial and passenger vehicles data privacy and security issues and the role of social media data in traffic planning Data Analytics for Intelligent Transportation Systems will prepare an educated ITS workforce and tool builders to make the vision for safe reliable and environmentally sustainable intelligent transportation systems a reality It serves as a primary or supplemental textbook for upper level undergraduate and graduate ITS courses and a valuable reference for ITS practitioners Utilizes real ITS examples to facilitate a quicker grasp of materials presented Contains contributors from both leading academic and commercial domains Explains how to design effective data visualizations tactics on the planning process and how to evaluate

alternative data analytics for different connected transportation applications Includes exercise problems in each chapter to help readers apply and master the learned fundamentals concepts and techniques New to the second edition Two new chapters on Quantum Computing in Data Analytics and Society and Environment in ITS Data Analytics *Proceedings of the International Conference on Artificial Intelligence and Cloud (ICAIC'25)* ,2025-05-17 Dr A Bamini Assistant Professor and Head Department of Computer Applications The Standard Fireworks Rajaratnam College for Women Autonomous Sivakasi Tamil Nadu India Mrs P Muthulakshmi Assistant Professor Department of Computer Applications The Standard Fireworks Rajaratnam College for Women Autonomous Sivakasi Tamil Nadu India Mrs V Vanthana Assistant Professor Department of Computer Applications The Standard Fireworks Rajaratnam College for Women Autonomous Sivakasi Tamil Nadu India

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