

Big Data Mba Driving Business Strategies With Data Science

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Big Data MBA - Bill Schmarzo 2015-12-11

Integrate big data into business to drive competitive advantage and sustainable success Big Data MBA brings insight and expertise to leveraging big data in business so you can harness the power of analytics and gain a true business advantage. Based on a practical framework with supporting methodology and hands-on exercises, this book helps identify where and how big data can help you transform your business. You'll learn how to exploit new sources of customer, product, and operational data, coupled with advanced analytics and data science, to optimize key processes, uncover monetization opportunities, and create new sources of competitive differentiation. The discussion includes guidelines for operationalizing analytics, optimal organizational structure, and using analytic insights throughout your organization's user experience to customers and front-end employees alike. You'll learn to "think like a data scientist" as you build upon the decisions your business is trying to make, the hypotheses you need to test, and the predictions you need to produce. Business stakeholders no longer need to relinquish control of data and analytics to IT. In fact, they must champion the organization's data collection and analysis efforts. This book is a primer on the business approach to analytics, providing the practical understanding you need to convert data into opportunity. Understand where and how to leverage big data Integrate analytics into everyday operations Structure your organization to drive analytic insights Optimize processes, uncover opportunities, and stand out from the rest Help business stakeholders to "think like a data scientist" Understand appropriate business application of different analytic techniques If you want data to transform your business, you need to know how to put it to use. Big Data MBA shows you how to implement big data and analytics to make better decisions.

Behind Every Good Decision - Piyanka Jain 2014-11-05

There is a misconception in business that the only data that matters is BIG data, and that elaborate tools and data scientists are required to extract any practical information. However, nothing could be further from the truth. If you feel that you can't understand how to read, let alone implement, these complex software programs that crunch the data and spit out more data, that will no longer be a problem! Authors and analytics experts Piyanka Jain and Puneet Sharma demystify the process of business analytics and demonstrate how professionals at any level can take the information at their disposal and in only five simple steps--using only Excel as a tool--make the decision necessary to increase revenue, decrease costs, improve product, or whatever else is being asked of them at that time. In Behind Every Good Decision, you will learn how to: Clarify the business question Lay out a hypothesis-driven plan Pull relevant data Convert it to insights Make decisions that make an impact Packed with examples and exercises, this refreshingly accessible book explains the four fundamental analytic techniques that can help solve a surprising 80 percent of all business problems. It doesn't take a numbers person to know that is a formula you need!

Big Data - Bill Schmarzo 2013-10-07

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 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 Explores different value creation processes 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.

Advanced Analytics Methodologies - Michele Chambers 2014

Advanced Analytics Methodologies is today's definitive guide to analytics implementation for MBA and university-level business students and sophisticated practitioners. Its expanded, cutting-edge coverage helps readers systematically "jump the gap" between their organization's current analytical capabilities and where they need to be. Step by step, Michele Chambers and Thomas Dinsmore help readers customize a complete roadmap for implementing analytics that supports unique corporate strategies, aligns with specific corporate cultures, and serves unique customer and stakeholder communities. Drawing on work with dozens of leading enterprises, Michele Chambers and Thomas Dinsmore provide advanced applications and examples not available elsewhere, describe high-value applications from many industries, and help you systematically identify and deliver on your company's best opportunities. They show how to: Go beyond the Analytics Maturity Model: power your unique business strategy with an equally focused analytics strategy Link key business objectives with core characteristics of your organization, value chain, and stakeholders Take advantage of game changing opportunities before competitors do Effectively integrate the managerial and operational aspects of analytics Measure performance with dashboards, scorecards, visualization, simulation, and more Prioritize and score prospective analytics projects Identify "Quick Wins" you can implement while you're planning for the long-term Build an effective Analytic Program Office to make your roadmap persistent Update and revise your roadmap for new needs and technologies This advanced text will serve the needs of students and faculty studying cutting-edge analytics techniques, as well as experienced analytics leaders and professionals including Chief Analytics Officers; Chief Data Officers; Chief Scientists; Chief Marketing Officers; Chief Risk Officers; Chief Strategy Officers; VPs of Analytics or Big Data; data scientists; business strategists; and many line-of-business executives.

The Emerging Technology of Big Data - Heru Susanto 2019-03-29

Big Data is now highly regarded and accepted as a useful tool to help organizations manage their data and information effectively and efficiently. This new volume, The Emerging Technology of Big Data: Its Impact as a Tool for ICT Development, looks at the new technology that has emerged to meet the growing need and demand and studies the impact of Big Data in several areas of today's society, including social media, business process re-engineering, science, e-learning, higher education, business intelligence, and green

computing. In today's modern society, information system (IS) through Big Data contributes to the success of organizations because it provides a solid foundation for increasing both efficiency and productivity. Many business organizations and educational institutions realize that compliance with Big Data will affect their prospects for success. Everyday, the amount of data collected from digital tools grows tremendously. As the amount of data increases, the use of IS becomes more and more essential. The book looks at how large datasets and analytics have slowly crept into the world of education and discusses methods of teaching and learning and the collection of student-learning data. The final chapter of the book considers the environmental impacts of ICT and emphasizes green ICT awareness as a corporate strategy through information systems. The global ICT industry accounts for approximately 2 percent of global carbon dioxide (CO₂) emissions, and the manufacture, shipping, and disposal of ICT equipment also contributes environmentally. This chapter addresses these issues. The information provided here will be valuable information for education professionals, businesses, faculty, scientists and researchers, and others.

Leading with AI and Analytics: Build Your Data Science IQ to Drive Business Value - Eric Anderson 2020-11-23

Lead your organization to become evidence-driven Data. It's the benchmark that informs corporate projections, decision-making, and analysis. But, why do many organizations that see themselves as data-driven fail to thrive? In *Leading with AI and Analytics*, two renowned experts from the Kellogg School of Management show business leaders how to transform their organization to become evidence-driven, which leads to real, measurable changes that can help propel their companies to the top of their industries. The availability of unprecedented technology-enabled tools has made AI (Artificial Intelligence) an essential component of business analytics. But what's often lacking are the leadership skills to integrate these technologies to achieve maximum value. Here, the authors provide a comprehensive game plan for developing that all-important human factor to get at the heart of data science: the ability to apply analytical thinking to real-world problems. Each of these tools and techniques comes to powerful life through a wealth of powerful case studies and real-world success stories. Inside, you'll find the essential tools to help you: Develop a strong data science intuition quotient Lead and scale AI and analytics throughout your organization Move from "best-guess" decision making to evidence-based decisions Craft strategies and tactics to create real impact Written for anyone in a leadership or management role—from C-level/unit team managers to rising talent—this powerful, hands-on guide meets today's growing need for real-world tools to lead and succeed with data.

The Culture of Big Data - Mike Barlow 2013-10-08

Technology does not exist in a vacuum. In the same way that a plant needs water and nourishment to grow, technology needs people and process to thrive and succeed. Culture (i.e., people and process) is integral and critical to the success of any new technology deployment or implementation. Big data is not just a technology phenomenon. It has a cultural dimension. It's vitally important to remember that most people have not considered the immense difference between a world seen through the lens of a traditional relational database system and a world seen through the lens of a Hadoop Distributed File System. This paper broadly describes the cultural challenges that accompany efforts to create and sustain big data initiatives in an evolving world whose data management processes are rooted firmly in traditional data warehouse architectures.

Big Data Driven Supply Chain Management - Nada R. Sanders 2014-05-07

Master a complete, five-step roadmap for leveraging Big Data and analytics to gain unprecedented competitive advantage from your supply chain. Using Big Data, pioneers such as Amazon, UPS, and Wal-Mart are gaining unprecedented mastery over their supply chains. They are achieving greater visibility into inventory levels, order fulfillment rates, material and product delivery... using predictive data analytics to match supply with demand; leveraging new planning strengths to optimize their sales channel strategies; optimizing supply chain strategy and competitive priorities; even launching powerful new ventures. Despite these opportunities, many supply chain operations are gaining limited or no value from Big Data. In *Big Data Driven Supply Chain Management*, Nada Sanders presents a systematic five-step framework for using Big Data in supply chains. You'll learn best practices for segmenting and analyzing customers, defining competitive priorities for each segment, aligning functions behind strategy, dissolving organizational

boundaries to sense demand and make better decisions, and choose the right metrics to support all of this. Using these techniques, you can overcome the widespread obstacles to making the most of Big Data in your supply chain — and earn big profits from the data you're already generating. For all executives, managers, and analysts interested in using Big Data technologies to improve supply chain performance.

Connected Strategy - Nicolaj Siggelkow 2019-04-30

Business Models for Transforming Customer Relationships What if there were a way to turn occasional, sporadic transactions with customers into long-term, continuous relationships--while simultaneously driving dramatic improvements in operational efficiency? What if you could break your existing trade-offs between superior customer experience and low cost? This is the promise of a connected strategy. New forms of connectivity--involving frequent, low-friction, customized interactions--mean that companies can now anticipate customer needs as they arise, or even before. Simultaneously, enabled by these technologies, companies can create new business models that deliver more value to customers. Connected strategies are win-win: Customers get a dramatically improved experience, while companies boost operational efficiency. In this book, strategy and operations experts Nicolaj Siggelkow and Christian Terwiesch reveal the emergence of connected strategies as a new source of competitive advantage. With in-depth examples from companies operating in industries such as healthcare, financial services, mobility, retail, entertainment, nonprofit, and education, *Connected Strategy* identifies the four pathways--respond-to-desire, curated offering, coach behavior, and automatic execution--for turning episodic interactions into continuous relationships. The authors show how each pathway creates a competitive advantage, then guide you through the critical decisions for creating and implementing your own connected strategies. Whether you're trying to revitalize strategy in an established company or disrupt an industry as a startup, this book will help you: Reshape your connections with your customers Find new ways to connect with existing suppliers while also activating new sources of capacity Create the right revenue model Make the best technology choices to support your strategy Integrating rich examples, how-to advice, and practical tools in the form of "workshop chapters" throughout, this book is the ultimate resource for creating competitive advantage through connected relationships with your customers and redefined connections in your industry.

Big Data at Work - Thomas Davenport 2014-02-04

Go ahead, be skeptical about big data. The author was—at first. When the term “big data” first came on the scene, bestselling author Tom Davenport (*Competing on Analytics*, *Analytics at Work*) thought it was just another example of technology hype. But his research in the years that followed changed his mind. Now, in clear, conversational language, Davenport explains what big data means—and why everyone in business needs to know about it. *Big Data at Work* covers all the bases: what big data means from a technical, consumer, and management perspective; what its opportunities and costs are; where it can have real business impact; and which aspects of this hot topic have been oversold. This book will help you understand:

- Why big data is important to you and your organization
- What technology you need to manage it
- How big data could change your job, your company, and your industry
- How to hire, rent, or develop the kinds of people who make big data work
- The key success factors in implementing any big data project
- How big data is leading to a new approach to managing analytics

With dozens of company examples, including UPS, GE, Amazon, United Healthcare, Citigroup, and many others, this book will help you seize all opportunities—from improving decisions, products, and services to strengthening customer relationships. It will show you how to put big data to work in your own organization so that you too can harness the power of this ever-evolving new resource.

Analytics Across the Enterprise - Brenda L. Dietrich 2014-05-15

How to Transform Your Organization with Analytics: Insider Lessons from IBM's Pioneering Experience Analytics is not just a technology: It is a better way to do business. Using analytics, you can systematically inform human judgment with data-driven insight. This doesn't just improve decision-making: It also enables greater innovation and creativity in support of strategy. Your transformation won't happen overnight; however, it is absolutely achievable, and the rewards are immense. This book demystifies your analytics journey by showing you how IBM has successfully leveraged analytics across the enterprise, worldwide. Three of IBM's pioneering analytics practitioners share invaluable real-world perspectives on what does

and doesn't work and how you can start or accelerate your own transformation. This book provides an essential framework for becoming a smarter enterprise and shows through 31 case studies how IBM has derived value from analytics throughout its business. Coverage Includes Creating a smarter workforce through big data and analytics More effectively optimizing supply chain processes Systematically improving financial forecasting Managing financial risk, increasing operational efficiency, and creating business value Reaching more B2B or B2C customers and deepening their engagement Optimizing manufacturing and product management processes Deploying your sales organization to increase revenue and effectiveness Achieving new levels of excellence in services delivery and reducing risk Transforming IT to enable wider use of analytics "Measuring the immeasurable" and filling gaps in imperfect data Whatever your industry or role, whether a current or future leader, analytics can make you smarter and more competitive. Analytics Across the Enterprise shows how IBM did it--and how you can, too. Learn more about IBM Analytics [Big Data MBA](#) - Bill Schmarzo 2015-12-21

Integrate big data into business to drive competitive advantage and sustainable success Big Data MBA brings insight and expertise to leveraging big data in business so you can harness the power of analytics and gain a true business advantage. Based on a practical framework with supporting methodology and hands-on exercises, this book helps identify where and how big data can help you transform your business. You'll learn how to exploit new sources of customer, product, and operational data, coupled with advanced analytics and data science, to optimize key processes, uncover monetization opportunities, and create new sources of competitive differentiation. The discussion includes guidelines for operationalizing analytics, optimal organizational structure, and using analytic insights throughout your organization's user experience to customers and front-end employees alike. You'll learn to "think like a data scientist" as you build upon the decisions your business is trying to make, the hypotheses you need to test, and the predictions you need to produce. Business stakeholders no longer need to relinquish control of data and analytics to IT. In fact, they must champion the organization's data collection and analysis efforts. This book is a primer on the business approach to analytics, providing the practical understanding you need to convert data into opportunity. Understand where and how to leverage big data Integrate analytics into everyday operations Structure your organization to drive analytic insights Optimize processes, uncover opportunities, and stand out from the rest Help business stakeholders to "think like a data scientist" Understand appropriate business application of different analytic techniques If you want data to transform your business, you need to know how to put it to use. Big Data MBA shows you how to implement big data and analytics to make better decisions.

Big Data Governance - Sunil Soares 2012-11-01

Written by a leading expert in the field, this account focuses on the convergence of two major trends in information management—big data and information governance—by taking a strategic approach oriented around business cases and industry imperatives. With the advent of new technologies, enterprises are expanding and handling very large volumes of data; this book, nontechnical in nature and geared toward business audiences, encourages the practice of establishing appropriate governance over big data initiatives and addresses how to manage and govern big data, highlighting the relevant processes, procedures, and policies. It teaches readers to understand how big data fits within an overall information governance program; quantify the business value of big data; apply information governance concepts such as stewardship, metadata, and organization structures to big data; appreciate the wide-ranging business benefits for various industries and job functions; sell the value of big data governance to businesses; and establish step-by-step processes to implement big data governance.

Principles of Strategic Data Science - Dr Peter Prevos 2019-06-03

Take the strategic and systematic approach to analyze data to solve business problems Key FeaturesGain detailed information about the theory of data scienceAugment your coding knowledge with practical data science techniques for efficient data analysis Learn practical ways to strategically and systematically use dataBook Description Principles of Strategic Data Science is created to help you join the dots between mathematics, programming, and business analysis. With a unique approach that bridges the gap between mathematics and computer science, this book takes you through the entire data science pipeline. The book begins by explaining what data science is and how organizations can use it to revolutionize the way they

use their data. It then discusses the criteria for the soundness of data products and how to best visualize information. As you progress, you'll discover the strategic aspects of data science by learning the five-phase framework that enables you to enhance the value you extract from data. The final chapter of the book discusses the role of a data science manager in helping an organization take the data-driven approach. By the end of this book, you'll have a good understanding of data science and how it can enable you to extract value from your data. What you will learnGet familiar with the five most important steps of data scienceUse the Conway diagram to visualize the technical skills of the data science teamUnderstand the limitations of data science from a mathematical and ethical perspectiveGet a quick overview of machine learningGain insight into the purpose of using data science in your workUnderstand the role of data science managers and their expectationsWho this book is for This book is ideal for data scientists and data analysts who are looking for a practical guide to strategically and systematically use data. This book is also useful for those who want to understand in detail what is data science and how can an organization take the data-driven approach. Prior programming knowledge of Python and R is assumed.

From Big Data to Big Profits - Russell Walker 2015-07-01

Technological advancements in computing have changed how data is leveraged by businesses to develop, grow, and innovate. In recent years, leading analytical companies have begun to realize the value in their vast holdings of customer data and have found ways to leverage this untapped potential. Now, more firms are following suit and looking to monetize Big Data for big profits. Such changes will have implications for both businesses and consumers in the coming years. In *From Big Data to Big Profits*, Russell Walker investigates the use of Big Data to stimulate innovations in operational effectiveness and business growth. Walker examines the nature of Big Data and how businesses can use it to create new monetization opportunities. Using case studies of Apple, Netflix, Google, LinkedIn, Zillow, Amazon, and other leaders in the use of Big Data, Walker explores how digital platforms such as mobile apps and social networks are changing the nature of customer interactions and the way Big Data is created and used by companies. Such changes, as Walker points out, will require careful consideration of legal and unspoken business practices as they affect consumer privacy. Companies looking to develop a Big Data strategy will find great value in the SIGMA framework, which he has developed to assess companies for Big Data readiness and provide direction on the steps necessary to get the most from Big Data. Rigorous and meticulous, *From Big Data to Big Profits* is a valuable resource for students, researchers, and professionals with an interest in Big Data, digital platforms, and analytics

Big Data Science and Analytics for Smart Sustainable Urbanism - Simon Elias Bibri 2019-05-30

We are living at the dawn of what has been termed 'the fourth paradigm of science,' a scientific revolution that is marked by both the emergence of big data science and analytics, and by the increasing adoption of the underlying technologies in scientific and scholarly research practices. Everything about science development or knowledge production is fundamentally changing thanks to the ever-increasing deluge of data. This is the primary fuel of the new age, which powerful computational processes or analytics algorithms are using to generate valuable knowledge for enhanced decision-making, and deep insights pertaining to a wide variety of practical uses and applications. This book addresses the complex interplay of the scientific, technological, and social dimensions of the city, and what it entails in terms of the systemic implications for smart sustainable urbanism. In concrete terms, it explores the interdisciplinary and transdisciplinary field of smart sustainable urbanism and the unprecedented paradigmatic shifts and practical advances it is undergoing in light of big data science and analytics. This new era of science and technology embodies an unprecedentedly transformative and constitutive power—manifested not only in the form of revolutionizing science and transforming knowledge, but also in advancing social practices, producing new discourses, catalyzing major shifts, and fostering societal transitions. Of particular relevance, it is instigating a massive change in the way both smart cities and sustainable cities are studied and understood, and in how they are planned, designed, operated, managed, and governed in the face of urbanization. This relates to what has been dubbed data-driven smart sustainable urbanism, an emerging approach based on a computational understanding of city systems and processes that reduces urban life to logical and algorithmic rules and procedures, while also harnessing urban big data to provide a more holistic and integrated view or synoptic intelligence of the city. This is increasingly being directed towards

improving, advancing, and maintaining the contribution of both sustainable cities and smart cities to the goals of sustainable development. This timely and multifaceted book is aimed at a broad readership. As such, it will appeal to urban scientists, data scientists, urbanists, planners, engineers, designers, policymakers, philosophers of science, and futurists, as well as all readers interested in an overview of the pivotal role of big data science and analytics in advancing every academic discipline and social practice concerned with data-intensive science and its application, particularly in relation to sustainability.

What I Didn't Learn in Business School - Jay Barney 2010-10-12

What I Didn't Learn in Business School is a compelling read---whether you're a recent business school grad struggling to apply your new knowledge or an experienced leader who already knows that no strategy is created in a vacuum. --Book Jacket.

Big Data MBA - Bill Schmarzo 2015-12-11

Integrate big data into business to drive competitive advantage and sustainable success Big Data MBA brings insight and expertise to leveraging big data in business so you can harness the power of analytics and gain a true business advantage. Based on a practical framework with supporting methodology and hands-on exercises, this book helps identify where and how big data can help you transform your business. You'll learn how to exploit new sources of customer, product, and operational data, coupled with advanced analytics and data science, to optimize key processes, uncover monetization opportunities, and create new sources of competitive differentiation. The discussion includes guidelines for operationalizing analytics, optimal organizational structure, and using analytic insights throughout your organization's user experience to customers and front-end employees alike. You'll learn to "think like a data scientist" as you build upon the decisions your business is trying to make, the hypotheses you need to test, and the predictions you need to produce. Business stakeholders no longer need to relinquish control of data and analytics to IT. In fact, they must champion the organization's data collection and analysis efforts. This book is a primer on the business approach to analytics, providing the practical understanding you need to convert data into opportunity. Understand where and how to leverage big data Integrate analytics into everyday operations Structure your organization to drive analytic insights Optimize processes, uncover opportunities, and stand out from the rest Help business stakeholders to "think like a data scientist" Understand appropriate business application of different analytic techniques If you want data to transform your business, you need to know how to put it to use. Big Data MBA shows you how to implement big data and analytics to make better decisions.

The Data Industry - Chunlei Tang 2016-06-13

Provides an introduction of the data industry to the field of economics This book bridges the gap between economics and data science to help data scientists understand the economics of big data, and enable economists to analyze the data industry. It begins by explaining data resources and introduces the data asset. This book defines a data industry chain, enumerates data enterprises' business models versus operating models, and proposes a mode of industrial development for the data industry. The author describes five types of enterprise agglomerations, and multiple industrial cluster effects. A discussion on the establishment and development of data industry related laws and regulations is provided. In addition, this book discusses several scenarios on how to convert data driving forces into productivity that can then serve society. This book is designed to serve as a reference and training guide for data scientists, data-oriented managers and executives, entrepreneurs, scholars, and government employees. Defines and develops the concept of a "Data Industry," and explains the economics of data to data scientists and statisticians Includes numerous case studies and examples from a variety of industries and disciplines Serves as a useful guide for practitioners and entrepreneurs in the business of data technology The Data Industry: The Business and Economics of Information and Big Data is a resource for practitioners in the data science industry, government, and students in economics, business, and statistics. CHUNLEI TANG, Ph.D., is a research fellow at Harvard University. She is the co-founder of Fudan's Institute for Data Industry and proposed the concept of the "data industry". She received a Ph.D. in Computer and Software Theory in 2012 and a Master of Software Engineering in 2006 from Fudan University, Shanghai, China.

Data Smart - John W. Foreman 2013-10-31

Data Science gets thrown around in the press like it's magic. Major retailers are predicting everything from

when their customers are pregnant to when they want a new pair of Chuck Taylors. It's a brave new world where seemingly meaningless data can be transformed into valuable insight to drive smart business decisions. But how does one exactly do data science? Do you have to hire one of these priests of the dark arts, the "data scientist," to extract this gold from your data? Nope. Data science is little more than using straight-forward steps to process raw data into actionable insight. And in Data Smart, author and data scientist John Foreman will show you how that's done within the familiar environment of a spreadsheet. Why a spreadsheet? It's comfortable! You get to look at the data every step of the way, building confidence as you learn the tricks of the trade. Plus, spreadsheets are a vendor-neutral place to learn data science without the hype. But don't let the Excel sheets fool you. This is a book for those serious about learning the analytic techniques, the math and the magic, behind big data. Each chapter will cover a different technique in a spreadsheet so you can follow along: Mathematical optimization, including non-linear programming and genetic algorithms Clustering via k-means, spherical k-means, and graph modularity Data mining in graphs, such as outlier detection Supervised AI through logistic regression, ensemble models, and bag-of-words models Forecasting, seasonal adjustments, and prediction intervals through monte carlo simulation Moving from spreadsheets into the R programming language You get your hands dirty as you work alongside John through each technique. But never fear, the topics are readily applicable and the author laces humor throughout. You'll even learn what a dead squirrel has to do with optimization modeling, which you no doubt are dying to know.

Keeping Up with the Quants - Thomas H. Davenport 2013-06-11

A renowned thought-leader and a professor of statistics team up to provide the essential tools for enhancing thinking and decision-making in today's workplace in order to be more competitive and successful. 25,000 first printing.

Monetizing Your Data - Andrew Roman Wells 2017-02-27

Transforming data into revenue generating strategies and actions Organizations are swamped with data—collected from web traffic, point of sale systems, enterprise resource planning systems, and more, but what to do with it? Monetizing your Data provides a framework and path for business managers to convert ever-increasing volumes of data into revenue generating actions through three disciplines: decision architecture, data science, and guided analytics. There are large gaps between understanding a business problem and knowing which data is relevant to the problem and how to leverage that data to drive significant financial performance. Using a proven methodology developed in the field through delivering meaningful solutions to Fortune 500 companies, this book gives you the analytical tools, methods, and techniques to transform data you already have into information into insights that drive winning decisions. Beginning with an explanation of the analytical cycle, this book guides you through the process of developing value generating strategies that can translate into big returns. The companion website, www.monetizingyourdata.com, provides templates, checklists, and examples to help you apply the methodology in your environment, and the expert author team provides authoritative guidance every step of the way. This book shows you how to use your data to: Monetize your data to drive revenue and cut costs Connect your data to decisions that drive action and deliver value Develop analytic tools to guide managers up and down the ladder to better decisions Turning data into action is key; data can be a valuable competitive advantage, but only if you understand how to organize it, structure it, and uncover the actionable information hidden within it through decision architecture and guided analytics. From multinational corporations to single-owner small businesses, companies of every size and structure stand to benefit from these tools, methods, and techniques; Monetizing your Data walks you through the translation and transformation to help you leverage your data into value creating strategies.

Data Science for Business - Foster Provost 2013-07-27

Written by renowned data science experts Foster Provost and Tom Fawcett, Data Science for Business introduces the fundamental principles of data science, and walks you through the "data-analytic thinking" necessary for extracting useful knowledge and business value from the data you collect. This guide also helps you understand the many data-mining techniques in use today. Based on an MBA course Provost has taught at New York University over the past ten years, Data Science for Business provides examples of real-world business problems to illustrate these principles. You'll not only learn how to improve communication

between business stakeholders and data scientists, but also how to participate intelligently in your company's data science projects. You'll also discover how to think data-analytically, and fully appreciate how data science methods can support business decision-making. Understand how data science fits in your organization—and how you can use it for competitive advantage. Treat data as a business asset that requires careful investment if you're to gain real value. Approach business problems data-analytically, using the data-mining process to gather good data in the most appropriate way. Learn general concepts for actually extracting knowledge from data. Apply data science principles when interviewing data science job candidates.

Predictive Marketing - Omer Artun 2015-08-06

Make personalized marketing a reality with this practical guide to predictive analytics. *Predictive Marketing* is a predictive analytics primer for organizations large and small, offering practical tips and actionable strategies for implementing more personalized marketing immediately. The marketing paradigm is changing, and this book provides a blueprint for navigating the transition from creative- to data-driven marketing, from one-size-fits-all to one-on-one, and from marketing campaigns to real-time customer experiences. You'll learn how to use machine-learning technologies to improve customer acquisition and customer growth, and how to identify and re-engage at-risk or lapsed customers by implementing an easy, automated approach to predictive analytics. Much more than just theory and testament to the power of personalized marketing, this book focuses on action, helping you understand and actually begin using this revolutionary approach to the customer experience. Predictive analytics can finally make personalized marketing a reality. For the first time, predictive marketing is accessible to all marketers, not just those at large corporations — in fact, many smaller organizations are leapfrogging their larger counterparts with innovative programs. This book shows you how to bring predictive analytics to your organization, with actionable guidance that get you started today. Implement predictive marketing at any size organization. Deliver a more personalized marketing experience. Automate predictive analytics with machine learning technology. Base marketing decisions on concrete data rather than unproven ideas. Marketers have long been talking about delivering personalized experiences across channels. All marketers want to deliver happiness, but most still employ a one-size-fits-all approach. *Predictive Marketing* provides the information and insight you need to lift your organization out of the campaign rut and into the rarefied atmosphere of a truly personalized customer experience.

Big Data For Dummies - Judith S. Hurwitz 2013-04-02

Find the right big data solution for your business or organization. Big data management is one of the major challenges facing business, industry, and not-for-profit organizations. Data sets such as customer transactions for a mega-retailer, weather patterns monitored by meteorologists, or social network activity can quickly outpace the capacity of traditional data management tools. If you need to develop or manage big data solutions, you'll appreciate how these four experts define, explain, and guide you through this new and often confusing concept. You'll learn what it is, why it matters, and how to choose and implement solutions that work. Effectively managing big data is an issue of growing importance to businesses, not-for-profit organizations, government, and IT professionals. Authors are experts in information management, big data, and a variety of solutions. Explains big data in detail and discusses how to select and implement a solution, security concerns to consider, data storage and 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 helps you take charge of big data solutions for your organization.

Demystifying Big Data and Machine Learning for Healthcare - Prashant Natarajan 2017-02-15

Healthcare transformation requires us to continually look at new and better ways to manage insights – both within and outside the organization today. Increasingly, the ability to glean and operationalize new insights efficiently as a byproduct of an organization's day-to-day operations is becoming vital to hospitals and health systems' ability to survive and prosper. One of the long-standing challenges in healthcare informatics has been the ability to deal with the sheer variety and volume of disparate healthcare data and the increasing need to derive veracity and value out of it. *Demystifying Big Data and Machine Learning for Healthcare* investigates how healthcare organizations can leverage this tapestry of big data to discover new business value, use cases, and knowledge as well as how big data can be woven into pre-existing business

intelligence and analytics efforts. This book focuses on teaching you how to: Develop skills needed to identify and demolish big-data myths. Become an expert in separating hype from reality. Understand the V's that matter in healthcare and why. Harmonize the 4 C's across little and big data. Choose data fidelity over data quality. Learn how to apply the NRF Framework. Master applied machine learning for healthcare. Conduct a guided tour of learning algorithms. Recognize and be prepared for the future of artificial intelligence in healthcare via best practices, feedback loops, and contextually intelligent agents (CIAs). The variety of data in healthcare spans multiple business workflows, formats (structured, un-, and semi-structured), integration at point of care/need, and integration with existing knowledge. In order to deal with these realities, the authors propose new approaches to creating a knowledge-driven learning organization based on new and existing strategies, methods and technologies. This book will address the long-standing challenges in healthcare informatics and provide pragmatic recommendations on how to deal with them.

Innovating Analytics - Larry Freed 2013-09-23

How does a CEO, manager, or entrepreneur begin to sort out what defines and drives a good customer experience and how it can be measured and made actionable? If you know how well the customer experience is satisfying your customers and you know how to increase their satisfaction, you can then increase sales, return visits, recommendations, loyalty, and brand engagement across all channels. More reliable and more useful data leads to better decisions and better results. *Innovating Analytics* is also about the need for a comprehensive measurement ecosystem to accurately assess and improve the other elements of customer experience. This is a time of great change and great opportunity. The companies that use the right tools and make the right assessments of how to satisfy their customers will have the competitive advantage. *Innovating Analytics* introduces an index that measures a customer's likelihood to recommend and the likelihood to detract. The current concept of the Net Promoter Score (NPS) that has been adopted by many companies during the last decade—is no longer accurate, precise or actionable. This new metric called the Word of Mouth Index (WoMI) has been tested on hundreds of companies and with over 1.5 million consumers over the last two years. Author Larry Freed details the improvement that WoMI provides within what he calls the Measurement Ecosystem. He then goes on to look at three other drivers of customer satisfaction along with word of mouth: customer acquisition, customer loyalty, and customer conversion.

Business Analytics for Managers - Gert Laursen 2010-07-13

"While business analytics sounds like a complex subject, this book provides a clear and non-intimidating overview of the topic. Following its advice will ensure that your organization knows the analytics it needs to succeed, and uses them in the service of key strategies and business processes. You too can go beyond reporting!"—Thomas H. Davenport, President's Distinguished Professor of IT and Management, Babson College; coauthor, *Analytics at Work: Smarter Decisions, Better Results*. Deliver the right decision support to the right people at the right time. Filled with examples and forward-thinking guidance from renowned BA leaders Gert Laursen and Jesper Thorlund, *Business Analytics for Managers* offers powerful techniques for making increasingly advanced use of information in order to survive any market conditions. Take a look inside and find: Proven guidance on developing an information strategy. Tips for supporting your company's ability to innovate in the future by using analytics. Practical insights for planning and implementing BA. How to use information as a strategic asset. Why BA is the next stepping-stone for companies in the information age today. Discussion on BA's ever-increasing role. Improve your business's decision making. Align your business processes with your business's objectives. Drive your company into a prosperous future. Taking BA from buzzword to enormous value-maker, *Business Analytics for Managers* helps you do it all with workable solutions that will add tremendous value to your business.

Data Science and Big Data Analytics - EMC Education Services 2015-01-05

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 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!

Big Data Business Guide - Arzu Barské - Erdogan

Big Data Demystified - David Stephenson 2018-02-12

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 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 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 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

The Economics of Data, Analytics, and Digital Transformation - Bill Schmarzo 2020-11-30

Build a continuously learning and adapting organization that can extract increasing levels of business, customer and operational value from the amalgamation of data and advanced analytics such as AI and Machine Learning Key Features Master the Big Data Business Model Maturity Index methodology to transition to a value-driven organizational mindset Acquire implementable knowledge on digital transformation through 8 practical laws Explore the economics behind digital assets (data and analytics) that appreciate in value when constructed and deployed correctly Book Description In today's digital era, every organization has data, but just possessing enormous amounts of data is not a sufficient market discriminator. The Economics of Data, Analytics, and Digital Transformation aims to provide actionable insights into the real market discriminators, including an organization's data-fueled analytics products that inspire innovation, deliver insights, help make practical decisions, generate value, and produce mission success for the enterprise. The book begins by first building your mindset to be value-driven and introducing the Big Data Business Model Maturity Index, its maturity index phases, and how to navigate the index. You will explore value engineering, where you will learn how to identify key business initiatives, stakeholders, advanced analytics, data sources, and instrumentation strategies that are essential to data science success. The book will help you accelerate and optimize your company's operations through AI and machine learning. By the end of the book, you will have the tools and techniques to drive your organization's digital transformation. Here are a few words from Dr. Kirk Borne, Data Scientist and Executive Advisor at Booz Allen Hamilton, about the book: Data analytics should first and foremost be about action and value. Consequently, the great value of this book is that it seeks to be actionable. It offers a dynamic progression of purpose-driven ignition points that you can act upon. What you will learn Train your organization to transition from being data-driven to being value-driven Navigate and master the big data business model maturity index Learn a methodology for determining the economic value of your data

and analytics Understand how AI and machine learning can create analytics assets that appreciate in value the more that they are used Become aware of digital transformation misconceptions and pitfalls Create empowered and dynamic teams that fuel your organization's digital transformation Who this book is for This book is designed to benefit everyone from students who aspire to study the economic fundamentals behind data and digital transformation to established business leaders and professionals who want to learn how to leverage data and analytics to accelerate their business careers.

The New Marketing Analytics - David E Dirks 2016-10-14

THE NEW MARKETING ANALYTICS A clear, common sense guide for implementing an effective data analytics strategy. In today's world, no matter the industry, businesses and organizations are competing in an information-based marketplace. To effectively compete, marketing leaders are tasked with timely analysis of mountains of customer and market information to make faster and better marketing decisions. It's not just the task of collecting information. It's the development of new insights and the ability to implement this new found knowledge to drive more profitable marketing - that's what counts. Marketers get paid to produce results. From chief marketing officers to independent small business owners, success is defined as growing a business, increasing profitability, having a better understanding of customers or being a market leader. This book will demonstrate how the degree of success is in direct proportion to the ability to successfully analyze both traditional and big data. The information and wisdom derived from data is the ultimate competitive advantage. Welcome to the New Marketing Analytics.

Foundations of Data Science - Avrim Blum 2020-01-23

This book provides an introduction to the mathematical and algorithmic foundations of data science, including machine learning, high-dimensional geometry, and analysis of large networks. Topics include the counterintuitive nature of data in high dimensions, important linear algebraic techniques such as singular value decomposition, the theory of random walks and Markov chains, the fundamentals of and important algorithms for machine learning, algorithms and analysis for clustering, probabilistic models for large networks, representation learning including topic modelling and non-negative matrix factorization, wavelets and compressed sensing. Important probabilistic techniques are developed including the law of large numbers, tail inequalities, analysis of random projections, generalization guarantees in machine learning, and moment methods for analysis of phase transitions in large random graphs. Additionally, important structural and complexity measures are discussed such as matrix norms and VC-dimension. This book is suitable for both undergraduate and graduate courses in the design and analysis of algorithms for data.

Big Data for Managers - Atal Malviya 2018-12-18

In today's fast growing digital world, the web, mobile, social networks and other digital platforms are producing enormous amounts of data that hold intelligence and valuable information. Correctly used it has the power to create sustainable value in different forms for businesses. The commonly used term for this data is Big Data, which includes structured, unstructured and hybrid structured data. However, Big Data is of limited value unless insightful information can be extracted from the sources of data. The solution is Big Data analytics, and how managers and executives can capture value from this vast resource of information and insights. This book develops a simple framework and a non-technical approach to help the reader understand, digest and analyze data, and produce meaningful analytics to make informed decisions. It will support value creation within businesses, from customer care to product innovation, from sales and marketing to operational performance. The authors provide multiple case studies on global industries and business units, chapter summaries and discussion questions for the reader to consider and explore. Big Data for Managers also presents small cases and challenges for the reader to work on - making this a thorough and practical guide for students and managers.

Data Strategy - Bernard Marr 2017-04-03

BRONZE RUNNER UP: Axiom Awards 2018 - Business Technology Category Less than 0.5 per cent of all data is currently analyzed 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. *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 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 (IoT).

Essentials of Business Analytics - Bhimasankaram Pochiraju 2019-07-10

This comprehensive edited volume is the first of its kind, designed to serve as a textbook for long-duration business analytics programs. It can also be used as a guide to the field by practitioners. The book has contributions from experts in top universities and industry. The editors have taken extreme care to ensure continuity across the chapters. The material is organized into three parts: A) Tools, B) Models and C) Applications. In Part A, the tools used by business analysts are described in detail. In Part B, these tools are applied to construct models used to solve business problems. Part C contains detailed applications in various functional areas of business and several case studies. Supporting material can be found in the appendices that develop the pre-requisites for the main text. Every chapter has a business orientation. Typically, each chapter begins with the description of business problems that are transformed into data questions; and methodology is developed to solve these questions. Data analysis is conducted using widely used software, the output and results are clearly explained at each stage of development. These are finally transformed into a business solution. The companion website provides examples, data sets and sample code for each chapter.

[Analytics and Big Data for Accountants](#) - Jim Lindell 2020-10-29

Why is big data analytics one of the hottest business topics today? This book will help accountants and financial managers better understand big data and analytics, including its history and current trends. It dives into the platforms and operating tools that will help you measure program impacts and ROI, visualize data and business processes, and uncover the relationship between key performance indicators. Key topics covered include: Evidence-based techniques for finding or generating data, selecting key performance indicators, isolating program effects Relating data to return on investment, financial values, and executive decision making Data sources including surveys, interviews, customer satisfaction, engagement, and operational data Visualizing and presenting complex results

Big Data, Analytics, and the Future of Marketing & Sales - McKinsey Chief McKinsey Chief Marketing & Sales Officer Forum 2014-08-16

Big Data is the biggest game-changing opportunity for marketing and sales since the Internet went mainstream almost 20 years ago. The data big bang has unleashed torrents of terabytes about everything

from customer behaviors to weather patterns to demographic consumer shifts in emerging markets. This collection of articles, videos, interviews, and slideshows highlights the most important lessons for companies looking to turn data into above-market growth: Using analytics to identify valuable business opportunities from the data to drive decisions and improve marketing return on investment (MROI) Turning those insights into well-designed products and offers that delight customers Delivering those products and offers effectively to the marketplace. The goldmine of data represents a pivot-point moment for marketing and sales leaders. Companies that inject big data and analytics into their operations show productivity rates and profitability that are 5 percent to 6 percent higher than those of their peers. That's an advantage no company can afford to ignore.

[Applied Data Science](#) - Martin Braschler 2019-06-13

This book has two main goals: to define data science through the work of data scientists and their results, namely data products, while simultaneously providing the reader with relevant lessons learned from applied data science projects at the intersection of academia and industry. As such, it is not a replacement for a classical textbook (i.e., it does not elaborate on fundamentals of methods and principles described elsewhere), but systematically highlights the connection between theory, on the one hand, and its application in specific use cases, on the other. With these goals in mind, the book is divided into three parts: Part I pays tribute to the interdisciplinary nature of data science and provides a common understanding of data science terminology for readers with different backgrounds. These six chapters are geared towards drawing a consistent picture of data science and were predominantly written by the editors themselves. Part II then broadens the spectrum by presenting views and insights from diverse authors - some from academia and some from industry, ranging from financial to health and from manufacturing to e-commerce. Each of these chapters describes a fundamental principle, method or tool in data science by analyzing specific use cases and drawing concrete conclusions from them. The case studies presented, and the methods and tools applied, represent the nuts and bolts of data science. Finally, Part III was again written from the perspective of the editors and summarizes the lessons learned that have been distilled from the case studies in Part II. The section can be viewed as a meta-study on data science across a broad range of domains, viewpoints and fields. Moreover, it provides answers to the question of what the mission-critical factors for success in different data science undertakings are. The book targets professionals as well as students of data science: first, practicing data scientists in industry and academia who want to broaden their scope and expand their knowledge by drawing on the authors' combined experience. Second, decision makers in businesses who face the challenge of creating or implementing a data-driven strategy and who want to learn from success stories spanning a range of industries. Third, students of data science who want to understand both the theoretical and practical aspects of data science, vetted by real-world case studies at the intersection of academia and industry.