

F R A N K J . O H L H O R S T

# BIG DATA ANALYTICS

TURNING BIG DATA INTO BIG MONEY

# Big Data Analytics Turning Big Data Into Big Money

**Frank J. Ohlhorst**

## **Big Data Analytics Turning Big Data Into Big Money:**

**Big Data Analytics** Frank J. Ohlhorst, 2012-11-15 Unique insights to implement big data analytics and reap big returns to your bottom line Focusing on the business and financial value of big data analytics respected technology journalist Frank J Ohlhorst shares his insights on the newly emerging field of big data analytics in **Big Data Analytics** This breakthrough book demonstrates the importance of analytics defines the processes highlights the tangible and intangible values and discusses how you can turn a business liability into actionable material that can be used to redefine markets improve profits and identify new business opportunities Reveals big data analytics as the next wave for businesses looking for competitive advantage Takes an in depth look at the financial value of big data analytics Offers tools and best practices for working with big data Once the domain of large on line retailers such as eBay and Amazon big data is now accessible by businesses of all sizes and across industries From how to mine the data your company collects to the data that is available on the outside **Big Data Analytics** shows how you can leverage big data into a key component in your business s growth strategy

**Applications of Big Data in Large- and Small-Scale Systems** Goundar, Sam, Rayani, Praveen Kumar, 2021-01-15 With new technologies such as computer vision internet of things mobile computing e governance and e commerce and wide applications of social media organizations generate a huge volume of data and at a much faster rate than several years ago Big data in large small scale systems characterized by high volume diversity and velocity increasingly drives decision making and is changing the landscape of business intelligence From governments to private organizations from communities to individuals all areas are being affected by this shift There is a high demand for big data analytics that offer insights for computing efficiency knowledge discovery problem solving and event prediction To handle this demand and this increase in big data there needs to be research on innovative and optimized machine learning algorithms in both large and small scale systems Applications of Big Data in Large and Small Scale Systems includes state of the art research findings on the latest development up to date issues and challenges in the field of big data and presents the latest innovative and intelligent applications related to big data This book encompasses big data in various multidisciplinary fields from the medical field to agriculture business research and smart cities While highlighting topics including machine learning cloud computing data visualization and more this book is a valuable reference tool for computer scientists data scientists and analysts engineers practitioners stakeholders researchers academicians and students interested in the versatile and innovative use of big data in both large scale and small scale systems

**Big Data: Concepts, Methodologies, Tools, and Applications** Management Association, Information Resources, 2016-04-20 The digital age has presented an exponential growth in the amount of data available to individuals looking to draw conclusions based on given or collected information across industries Challenges associated with the analysis security sharing storage and visualization of large and complex data sets continue to plague data scientists and analysts alike as traditional data processing applications struggle to adequately manage big data Big Data

Concepts Methodologies Tools and Applications is a multi volume compendium of research based perspectives and solutions within the realm of large scale and complex data sets Taking a multidisciplinary approach this publication presents exhaustive coverage of crucial topics in the field of big data including diverse applications storage solutions analysis techniques and methods for searching and transferring large data sets in addition to security issues Emphasizing essential research in the field of data science this publication is an ideal reference source for data analysts IT professionals researchers and academics

**Data Intensive Computing Applications for Big Data** Mamta Mittal,Valentina Emilia Balas,D. Jude Hemanth,Raghvendra Kumar,2018-01-15 The book Data Intensive Computing Applications for Big Data discusses the technical concepts of big data data intensive computing through machine learning soft computing and parallel computing paradigms It brings together researchers to report their latest results or progress in the development of the above mentioned areas Since there are few books on this specific subject the editors aim to provide a common platform for researchers working in this area to exhibit their novel findings The book is intended as a reference work for advanced undergraduates and graduate students as well as multidisciplinary interdisciplinary and transdisciplinary research workers and scientists on the subjects of big data and cloud parallel and distributed computing and explains didactically many of the core concepts of these approaches for practical applications It is organized into 24 chapters providing a comprehensive overview of big data analysis using parallel computing and addresses the complete data science workflow in the cloud as well as dealing with privacy issues and the challenges faced in a data intensive cloud computing environment The book explores both fundamental and high level concepts and will serve as a manual for those in the industry while also helping beginners to understand the basic and advanced aspects of big data and cloud computing

Communication Research in the Big Data Era Xiaoqun Zhang,2024-10-11 In this book Xiaoqun Zhang argues that acquiring knowledge of machine learning ML and artificial intelligence AI tools is increasingly imperative for the trajectory of communication research in the era of big data Rather than simply being a matter of keeping pace with technological advances Zhang posits that these tools are strategically imperative for navigating the complexities of the digital media landscape and big data analysis and they provide powerful methodologies empowering researchers to uncover nuanced insights and trends within the vast expanse of digital information Although this can be a daunting notion for researchers without a formal background in mathematics or computer science this book highlights the substantial rewards of investing time and effort into the endeavor mastery of ML and AI not only facilitates more sophisticated big data analyses but also fosters interdisciplinary collaborations enhancing the richness and depth of research outcomes This book will serve as a foundational resource for communication scholars by providing essential knowledge and techniques to effectively leverage ML and AI at the intersection of communication research and data science

Artificial Intelligence (AI) and Finance Bahaaeddin A. M. Alareeni,Islam Elgedawy,2023-08-26 Artificial intelligence AI has the potential to significantly improve efficiency reduce costs and increase the speed and accuracy of

financial decision making making it an increasingly important tool for financial professionals One way that AI can improve efficiency in finance is by automating tasks and processes that are time consuming and repetitive for humans For example AI algorithms can be used to analyze and process large amounts of data such as financial statements and market data in a fraction of the time that it would take a human to do so This can allow financial professionals to focus on higher value tasks such as interpreting data and making strategic decisions rather than being bogged down by mundane tasks AI can also reduce costs in finance by increasing automation and eliminating the need for certain tasks to be performed manually This can result in cost savings for financial institutions which can then be passed on to customers in the form of lower fees or better services AI can be used to identify unusual patterns of activity that may indicate fraudulent behavior This can help financial institutions reduce losses from fraud and improve customer security AI powered chatbots and virtual assistants can help financial institutions provide faster more efficient customer service particularly when it comes to answering common questions and handling routine tasks Some financial institutions are using AI to analyze market data and make trades in real time AI powered trading algorithms can potentially make faster and more accurate trading decisions than humans In terms of speed and accuracy AI algorithms can analyze data and make decisions much faster than humans and can do so with a high degree of accuracy This can be particularly useful in fast moving financial markets where quick and accurate decision making can be the difference between success and failure This book highlights how AI in finance can improve efficiency reduce costs and increase the speed and accuracy of financial decision making Moreover the book also focuses on how to ensure the responsible and ethical use of AI in finance This book is a valuable resource for students scholars academicians researchers professionals executives government agencies and policymakers interested in exploring the role of artificial intelligence AI in finance Its goal is to provide a comprehensive overview of the latest research and knowledge in this area and to stimulate further inquiry and exploration

**Multi-Disciplinary National Seminar** Dr. T.N. Muthe Gowda, *Big*

*Data Analytics: Systems, Algorithms, Applications* C.S.R. Prabhu,Aneesh Sreevallabh Chivukula,Aditya Mogadala,Rohit Ghosh,L.M. Jenila Livingston,2019-10-14 This book provides a comprehensive survey of techniques technologies and applications of Big Data and its analysis The Big Data phenomenon is increasingly impacting all sectors of business and industry producing an emerging new information ecosystem On the applications front the book offers detailed descriptions of various application areas for Big Data Analytics in the important domains of Social Semantic Web Mining Banking and Financial Services Capital Markets Insurance Advertisement Recommendation Systems Bio Informatics the IoT and Fog Computing before delving into issues of security and privacy With regard to machine learning techniques the book presents all the standard algorithms for learning including supervised semi supervised and unsupervised techniques such as clustering and reinforcement learning techniques to perform collective Deep Learning Multi layered and nonlinear learning for Big Data are also covered In turn the book highlights real life case studies on successful implementations of Big Data

Analytics at large IT companies such as Google Facebook LinkedIn and Microsoft Multi sectorial case studies on domain based companies such as Deutsche Bank the power provider Opower Delta Airlines and a Chinese City Transportation application represent a valuable addition Given its comprehensive coverage of Big Data Analytics the book offers a unique resource for undergraduate and graduate students researchers educators and IT professionals alike **Big Data** Viktor Mayer-Schönberger,Kenneth Cukier,2013 A exploration of the latest trend in technology and the impact it will have on the economy science and society at large

**Fast Forward Investing: How to Profit from AI, Driverless Vehicles, Gene Editing, Robotics, and Other Technologies Reshaping Our Lives** Jon Markman,2018-11-02 Invest in the future

Everything you need to capitalize on the tech revolution Our lives are on the verge of being reshaped by advanced technology Fast Forward Investing provides the knowledge and insight you need to build and maintain your portfolio accordingly Author Jon D Markman is a veteran tech investor money manager and award winning author of the popular daily newsletter Tech Trend Trader There s no one more qualified to help you design a portfolio that extracts huge profits from the shares of public technology companies and helps you augment your gains with conviction during stretches of high volatility In Fast Forward Investing Markman describes what to expect when to expect it and how to profit in impending technological and economic revolution Revealing the most important companies in the industry that are right now building platforms and competitive advantages that will disrupt and transform their markets he shows which trends are important and provides detailed guidance for staying ahead of the curve Radical advances in data collection and analytics artificial intelligence and raw computing power are changing human history And it s happening with sharp advances at incredible speed Make sure you re at the tip of the spear with Fast Forward Investing

**Creating Value with Big Data Analytics** Peter C. Verhoef,Edwin Kooge,Natasha Walk,2016-01-08 Our newly digital world is generating an almost unimaginable amount of data about all of us Such a vast amount of data is useless without plans and strategies that are designed to cope with its size and complexity and which enable organisations to leverage the information to create value This book is a refreshingly practical yet theoretically sound roadmap to leveraging big data and analytics Creating Value with Big Data Analytics provides a nuanced view of big data development arguing that big data in itself is not a revolution but an evolution of the increasing availability of data that has been observed in recent times Building on the authors extensive academic and practical knowledge this book aims to provide managers and analysts with strategic directions and practical analytical solutions on how to create value from existing and new big data By tying data and analytics to specific goals and processes for implementation this is a much needed book that will be essential reading for students and specialists of data analytics marketing research and customer relationship management **Big Data For Dummies** Judith S. Hurwitz,Alan Nugent,Fern Halper,Marcia Kaufman,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

**Big Data Revolution** Rob Thomas,Patrick McSharry,2015-01-05

Exploit the power and potential of Big Data to revolutionize business outcomes Big Data Revolution is a guide to improving performance making better decisions and transforming business through the effective use of Big Data In this collaborative work by an IBM Vice President of Big Data Products and an Oxford Research Fellow this book presents inside stories that demonstrate the power and potential of Big Data within the business realm Readers are guided through tried and true methodologies for getting more out of data and using it to the utmost advantage This book describes the major trends emerging in the field the pitfalls and triumphs being experienced and the many considerations surrounding Big Data all while guiding readers toward better decision making from the perspective of a data scientist Companies are generating data faster than ever before and managing that data has become a major challenge With the right strategy Big Data can be a powerful tool for creating effective business solutions but deep understanding is key when applying it to individual business needs Big Data Revolution provides the insight executives need to incorporate Big Data into a better business strategy improving outcomes with innovation and efficient use of technology Examine the major emerging patterns in Big Data Consider the debate surrounding the ethical use of data Recognize patterns and improve personal and organizational performance Make more informed decisions with quantifiable results In an information society it is becoming increasingly important to make sense of data in an economically viable way It can drive new revenue streams and give companies a competitive advantage providing a way forward for businesses navigating an increasingly complex marketplace Big Data Revolution provides expert insight on the tool that can revolutionize industries

**The Big Data-Driven Business** Russell Glass,Sean

Callahan,2014-11-06 Get the expert perspective and practical advice on big data The Big Data Driven Business How to Use Big Data to Win Customers Beat Competitors and Boost Profits makes the case that big data is for real and more than just big hype The book uses real life examples from Nate Silver to Copernicus and Apple to Blackberry to demonstrate how the winners of the future will use big data to seek the truth Written by a marketing journalist and the CEO of a multi million dollar B2B marketing platform that reaches more than 90% of the U S business population this book is a comprehensive and

accessible guide on how to win customers beat competitors and boost the bottom line with big data The marketplace has entered an era where the customer holds all the cards With unprecedented choice in both the consumer world and the B2B world it's imperative that businesses gain a greater understanding of their customers and prospects Big data is the key to this insight because it provides a comprehensive view of a company's customers who they are and who they may be tomorrow The Big Data Driven Business is a complete guide to the future of business as seen through the lens of big data with expert advice on real world applications Learn what big data is and how it will transform the enterprise Explore why major corporations are betting their companies on marketing technology Read case studies of big data winners and losers Discover how to change privacy and security and remodel marketing Better information allows for better decisions better targeting and better reach Big data has become an indispensable tool for the most effective marketers in the business and it's becoming less of a competitive advantage and more like an industry standard Remaining relevant as the marketplace evolves requires a full understanding and application of big data and The Big Data Driven Business provides the practical guidance businesses need

*Big Data, Big Analytics* Michael Minelli, Michele Chambers, Ambiga Dhiraj, 2013-01-22 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

*Big Data* Balamurugan Balusamy, Nandhini Abirami R, Seifedine Kadry, Amir H. Gandomi, 2021-04-13 Learn Big Data from the ground up with this complete and up to date resource from leaders in the field Big Data Concepts Technology and Architecture delivers a comprehensive treatment of Big Data tools terminology and technology perfectly suited to a wide range of business professionals academic researchers and students Beginning with a fulsome overview of what we mean when we say Big Data the book moves on to discuss every stage of the lifecycle of Big Data You'll learn about the creation of structured unstructured and semi structured data data storage solutions traditional database solutions like SQL data processing data analytics machine learning and data mining You'll also discover how specific technologies like Apache Hadoop SQOOP and Flume work Big Data also covers the central topic of big data visualization with Tableau and you'll learn

how to create scatter plots histograms bar line and pie charts with that software Accessibly organized Big Data includes illuminating case studies throughout the material showing you how the included concepts have been applied in real world settings Some of those concepts include The common challenges facing big data technology and technologists like data heterogeneity and incompleteness data volume and velocity storage limitations and privacy concerns Relational and non relational databases like RDBMS NoSQL and NewSQL databases Virtualizing Big Data through encapsulation partitioning and isolating as well as big data server virtualization Apache software including Hadoop Cassandra Avro Pig Mahout Oozie and Hive The Big Data analytics lifecycle including business case evaluation data preparation extraction transformation analysis and visualization Perfect for data scientists data engineers and database managers Big Data also belongs on the bookshelves of business intelligence analysts who are required to make decisions based on large volumes of information Executives and managers who lead teams responsible for keeping or understanding large datasets will also benefit from this book

**Big Data** Bill Schmarzo,2013-09-23 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 [Big Data, Data Mining, and Machine Learning](#) Jared Dean,2014-05-27 With big data analytics comes big insights into profitability Big data is big business But having the data and the computational power to process it isn't nearly enough to produce meaningful results Big Data Data Mining and Machine Learning Value Creation for Business Leaders and Practitioners is a complete resource for technology and marketing executives looking to cut through the hype and produce real results that hit the bottom line Providing an engaging thorough overview of the current state of big data analytics and the growing trend toward high performance computing architectures the book is a detail driven look into how big data analytics can be leveraged to foster positive change and drive efficiency With continued exponential growth in data and ever more competitive markets

businesses must adapt quickly to gain every competitive advantage available Big data analytics can serve as the lynchpin for initiatives that drive business but only if the underlying technology and analysis is fully understood and appreciated by engaged stakeholders This book provides a view into the topic that executives managers and practitioners require and includes A complete overview of big data and its notable characteristics Details on high performance computing architectures for analytics massively parallel processing MPP and in memory databases Comprehensive coverage of data mining text analytics and machine learning algorithms A discussion of explanatory and predictive modeling and how they can be applied to decision making processes Big Data Data Mining and Machine Learning provides technology and marketing executives with the complete resource that has been notably absent from the veritable libraries of published books on the topic Take control of your organization s big data analytics to produce real results with a resource that is comprehensive in scope and light on hyperbole [Big Data for Beginners](#) Vince Reynolds,2016-05-16 Big Data For Beginners The Ultimate Beginners Crash Course To Understanding And Interpreting Big Data Are You Ready To Learn How To Understand SMART Big Data Data Mining Data Analytics For improved Business Performance Life Decisions More If So You ve Come To The Right Place Regardless Of How Little Experience You May Have Here s A Preview Of What Big Data For Beginners Contains A Conundrum Called Big Data How To Understand Big Data Better What Can Big Data Do For You Understanding The Analytics And The Importance The Obstacles And Importance Of The Big Data Situation We re In A Closer Look At Key Big Data Challenges Generating Business Value through Data Mining And Much Much More Order Your Copy Now And Let s Get Started [Big Data and Business Analytics](#) Jay Liebowitz,2013-04-23 The chapters in this volume offer useful case studies technical roadmaps lessons learned and a few prescriptions to do this avoid that From the Foreword by Joe LaCugna Ph D Enterprise Analytics and Business Intelligence Starbucks Coffee Company With the growing barrage of big data it becomes vitally important for organizations to make sense of this data and information in a timely and effective way That s where analytics come into play Research shows that organizations that use business analytics to guide their decision making are more productive and experience higher returns on equity Big Data and Business Analytics helps you quickly grasp the trends and techniques of big data and business analytics to make your organization more competitive Packed with case studies this book assembles insights from some of the leading experts and organizations worldwide Spanning industry government not for profit organizations and academia they share valuable perspectives on big data domains such as cybersecurity marketing emergency management healthcare finance and transportation Understand the trends potential and challenges associated with big data and business analytics Get an overview of machine learning advanced statistical techniques and other predictive analytics that can help you solve big data issues Learn from VPs of Big Data Insights Analytics via case studies of Fortune 100 companies government agencies universities and not for profits Big data problems are complex This book shows you how to go from being data rich to insight rich improving your decision making and creating competitive advantage

Author Jay Liebowitz recently had an article published in The World Financial Review [www.worldfinancialreview.com](http://www.worldfinancialreview.com) p 1904

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## **Big Data Analytics Turning Big Data Into Big Money Introduction**

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