1.	Record Nr.	UNINA9910136816503321
	Autore	Marr Bernard
	Titolo	Big data in practice : how 45 successful companies used big data analytics to deliver extraordinary results / / Bernard Marr
	Pubbl/distr/stampa	West Sussex, United Kingdom : , : Wiley, , 2016
	ISBN	1-119-23139-6
		1-119-23141-8
	Descrizione fisica	1 online resource (xi, 308 p.)
	Collana	THEi Wiley ebooks
	Disciplina	658/.0557
	Soggetti	Consumer behavior
		Strategic planning
		Big data
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Note generali	Includes index.
	Nota di contenuto	Introduction -- 1 Walmart: How Big Data Is Used To Drive Supermarket Performance -- 2 CERN: Unravelling the Secrets of the Universe with Big Data -- 3 Netflix: How Netflix Used Big Data to Give Us the Programmes We Want -- 4 Rolls-Royce: How Big Data Is Used To Drive Success In Manufacturing -- 5 Shell: How Big Oil Uses Big Data -- 6 Apixio: How Big Data Is Transforming Healthcare -- 7 Lotus F1 Team: How Big Data Is Essential To The Success Of Motorsport Teams -- 8 Pendleton & Son Butchers: Big Data for Small Business -- 9 US Olympic Women's Cycling Team: How Big Data Analytics Is Used To Optimize Athletes' Performance -- 10 ZSL: Big Data In The Zoo And To Protect Animals -- 11 Facebook: How Facebook Use Big Data to Understand Customers -- 12 John Deere: How Big Data Can Be Applied On Farms -- 13 Royal Bank of Scotland: Using Big Data to Make Customer Service More Personal -- 14 LinkedIn: How Big Data Is Used To Fuel Social Media Success -- 15 Microsoft: Bringing Big Data To The Masses -- 16 Acxiom: Fuelling Marketing With Big Data -- 17 US Immigration and Customs: How Big Data Is Used To Keep Passengers Safe and Prevent Terrorism -- 18 Nest: Bringing the Internet of Things into The Home -- 19 GE: How Big Data Is Fuelling the Industrial Internet -- 20 Etsy: How Big Data Is Used In A Crafty Way -- 21 Narrative Science: How Big Data Is Used To Tell Stories -- 22 BBC: How Big Data Is Used In The Media --

Sommario/riassunto	The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers; Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more; Learn how big data is changing medicine, law enforcement, hospitality, fashion, science and banking; Develop your own big data strategy by accessing additional reading materials at the end of each chapter.