

1. Record Nr.	UNINA9910137168103321
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Titolo	Big data MBA : driving business strategies with data science // Bill Schmarzo
Pubbl/distr/stampa	Indianapolis, Indiana : , : Wiley, , 2016 ©2016
ISBN	1-119-23884-6 1-119-23888-9 1-119-18138-0
Descrizione fisica	1 online resource (275 p.)
Disciplina	658.4038
Soggetti	Business intelligence - Data processing Big data Business planning - Statistical methods Data mining
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Business potential of big data. The big data business mandate -- Big data business model maturity index -- The big data strategy document -- The importance of the user experience -- Data science. Differences between business intelligence and data science -- Data science 101 -- The data lake -- Data science for business stakeholders. Thinking like a data scientist -- "By" analysis technique -- Score development technique -- Monetization exercise -- Metamorphosis exercise -- Building cross-organizational support -- Power of envisioning -- Organizational ramifications -- Stories.