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| Collana | The expert's voice in big data Gale eBooks |
| Altri autori (Persone) | KodaliRaghu R |
| Disciplina | 004 005.7 |
| Soggetti | Data mining Business intelligence |
| Lingua di pubblicazione | Inglese |
| Formato | Materiale a stampa |
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| Note generali | Includes index. |
| Nota di contenuto | <p>""Contents at a Glance""; ""Contents""; ""About the Authors""; ""About the Technical Reviewer""; ""Acknowledgments""; ""Chapter 1: Big Data and Splunk""; ""What Is Big Data?""; ""Alternate Data Processing Techniques""; ""What Is Splunk?""; ""About This Book""; ""Chapter 2: Getting Data into Splunk""; ""Variety of Data""; ""How Splunk deals with a variety of data""; ""Files & Directories""; ""Data Generator""; ""Generate Sample Data""; ""Network Sources""; ""Windows data""; ""Other Sources""; ""Apps and Add-ons""; ""Forwarders""; ""Summary""; ""Chapter 3: Processing and Analyzing the Data""</p> <p>""Getting to Know Combined Access Log Data""""Searching and Analyzing Indexed Data""; ""Reporting""; ""Which Are the Top Browsers?""; ""Top Five IP Address es""; ""Which Are the Top Referral Web Sites?""; ""How Many Events Have HTTP 404 Status?""; ""How Many Events Have Purchase Action?""; ""List of Products That Are Part of a Purchase""; ""Sorting""; ""Filtering""; ""Adding and Evaluating Fields""; ""Grouping""; ""Summary""; ""Chapter 4: Visualizing the Results""; ""Data Visualization""; ""How Splunk Deals with Visualization""; ""Chart""; ""Chart the Number of GET and POST for Each Host""</p> <p>""Chart the Purchases and Views for Each Product Category""""Which</p> |

Product Categories Are Affected by HTTP 404 Errors ?""; ""Purchasing Trend for MyGizmoStore.com""; ""Duration of Transactions""; ""Timechart""; ""Top Purchases by Product""; ""Page Views and Purchases""; ""Visualization Using Google Maps App""; ""Globe""; ""Dashboards""; ""Summary""; ""Chapter 5: Defining Alerts""; ""What Are Alerts?""; ""How Splunk Provides Alerts""; ""Alert based on product sales""; ""Alert on failed logins""; ""Alerts on critical errors in log files""; ""Summary""; ""Chapter 6: Web Site Monitoring""; ""Monitoring web sites""; ""IT Operations""; ""Business""; ""IT Operations""; ""Hits by host""; ""Hits by host without internal access""; ""Traffic with good HTTP status""; ""Traffic with bad HTTP status""; ""Top pages by bad HTTP status""; ""Business""; ""User demographics by region""; ""Bounce rate""; ""Unique visitors""; ""Summary""; ""Chapter 7: Using Log Files To Create Advanced Analytics""; ""Traditional Analytics""; ""A Paradigm Change""; ""Semantic Logging""; ""Logging Best Practices""; ""Summary""; ""Chapter 8: The Airline On-Time Performance Project""; ""Summary""; ""Chapter 9: Getting the Flight Data into Splunk""; ""Working with CSV Files""; ""The Flight Data""; ""Downloading the Data""; ""Getting to Know the Flight Data""; ""Timestamp Considerations""; ""Mapping Fields to a Timestamp""; ""Preprocessing the Flight Data""; ""Modifying the Timestamp Processor""; ""Indexing All the Flight Data""; ""Indexing Data from a Relational Database""; ""Defining a New Database Connection""; ""Database Monitoring""; ""Summary""; ""Chapter 10: Analyzing Airlines, Airports, Flights, and Delays""; ""Analyzing Airlines""; ""Counting Airlines""; ""Visualizing Results""; ""Analyzing Airports""

Sommario/riassunto

Big Data Analytics Using Splunk is a hands-on book showing how to process and derive business value from big data in real time. Examples in the book draw from social media sources such as Twitter (tweets) and Foursquare (check-ins). You also learn to draw from machine data, enabling you to analyze, say, web server log files and patterns of user access in real time, as the access is occurring. Gone are the days when you need be caught out by shifting public opinion or sudden changes in customer behavior. Splunk's easy to use engine helps you recognize and react in real time, as events are occurring. Splunk is a powerful, yet simple analytical tool fast gaining traction in the fields of big data and operational intelligence. Using Splunk, you can monitor data in real time, or mine your data after the fact. Splunk's stunning visualizations aid in locating the needle of value in a haystack of a data. Geolocation support spreads your data across a map, allowing you to drill down to geographic areas of interest. Alerts can run in the background and trigger to warn you of shifts or events as they are taking place. With Splunk you can immediately recognize and react to changing trends and shifting public opinion as expressed through social media, and to new patterns of eCommerce and customer behavior. The ability to immediately recognize and react to changing trends provides a tremendous advantage in today's fast-paced world of Internet business. Big Data Analytics Using Splunk opens the door to an exciting world of real-time operational intelligence. Built around hands-on projects Shows how to mine social media Opens the door to real-time operational intelligence.
