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                    with tools, techniques, NoSQL, and graph / / David Loshin

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   Soggetti   Information technology - Management
                    Big data
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   Nota di contenuto   Front Cover; Big Data Analytics: From Strategic Planning to Enterprise
                    Integration with Tools, Techniques, NoSQL, and Graph; Copyright Page;
                    Contents; Foreword; Preface; Introduction; The Challenge of Adopting
                    New Technology; What This Book Is; Why You Should Be Reading This
                    Book; Our Approach to Knowledge Transfer; Contact Me;
                    Acknowledgments; 1 Market and Business Drivers for Big Data
                    Analytics; 1.1 Separating the Big Data Reality from Hype; 1.2
                    Understanding the Business Drivers; 1.3 Lowering the Barrier to Entry;
                    1.4 Considerations; 1.5 Thought Exercises
                    2 Business Problems Suited to Big Data Analytics2.1 Validating
                    (Against) the Hype: Organizational Fitness; 2.2 The Promotion of the
                    Value of Big Data; 2.3 Big Data Use Cases; 2.4 Characteristics of Big
                    Data Applications; 2.5 Perception and Quantification of Value; 2.6
                    Forward Thinking About Value; 2.7 Thought Exercises; 3 Achieving
                    Organizational Alignment for Big Data Analytics; 3.1 Two Key
                    Questions; 3.2 The Historical Perspective to Reporting and Analytics;
                    3.3 The Culture Clash Challenge; 3.4 Considering Aspects of Adopting
                    Big Data Technology; 3.5 Involving the Right Decision Makers
                    3.6 Roles of Organizational Alignment3.7 Thought Exercises; 4
                    Developing a Strategy for Integrating Big Data Analytics into the
                    Enterprise; 4.1 Deciding What, How, and When Big Data Technologies

Sommario/riassunto	Big Data Analytics will assist managers in providing an overview of the drivers for introducing big data technology into the organization and for understanding the types of business problems best suited to big data analytics solutions, understanding the value drivers and benefits, strategic planning, developing a pilot, and eventually planning to integrate back into production within the enterprise. Guides the reader in assessing the opportunities and value propositionOverview of big data hardware and software architecturesPresents a variety of te