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	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.