

1. Record Nr.	UNINA9910821306903321
Autore	Ohlhorst Frank <1964->
Titolo	Big data analytics : turning big data into big money / / Frank Ohlhorst
Pubbl/distr/stampa	Hoboken, N.J., : Wiley, c2013
ISBN	9781119205005 111920500X 9781283851459 1283851458 9781118225820 1118225821
Edizione	[1st edition]
Descrizione fisica	1 online resource (176 p.)
Collana	Wiley & SAS business series
Disciplina	658.4/72
Soggetti	Business intelligence Data mining
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Big Data Analytics: Turning Big Data into Big Money; Copyright; Contents; Preface; Acknowledgments; Chapter 1: What Is Big Data?; The Arrival of Analytics; Where Is the Value?; More to Big Data Than Meets the Eye; Dealing with the Nuances of Big Data; An Open Source Brings Forth Tools; Caution: Obstacles Ahead; Chapter 2: Why Big Data Matters; Big Data Reaches Deep; Obstacles Remain; Data Continue to Evolve; Data and Data Analysis Are Getting More Complex; The Future Is Now; Chapter 3: Big Data and the Business Case; Realizing Value; The Case for Big Data; The Rise of Big Data Options Beyond HadoopWith Choice Come Decisions; Chapter 4: Building the Big Data Team; The Data Scientist; The Team Challenge; Different Teams, Different Goals; Don't Forget the Data; Challenges Remain; Teams versus Culture; Gauging Success; Chapter 5: Big Data Sources; Hunting for Data; Setting the Goal; Big Data Sources Growing; Diving Deeper into Big Data Sources; A Wealth of Public Information; Getting Started with Big Data Acquisition; Ongoing Growth, No End in Sight; Chapter 6: The Nuts and Bolts of Big Data; The Storage Dilemma; Building a Platform; Bringing Structure to Unstructured Data

Processing PowerChoosing among In-house, Outsourced, or Hybrid Approaches; Chapter 7: Security, Compliance, Auditing, and Protection; Pragmatic Steps to Securing Big Data; Classifying Data; Protecting Big Data Analytics; Big Data and Compliance; The Intellectual Property Challenge; Chapter 8: The Evolution of Big Data; Big Data: The Modern Era; Today, Tomorrow, and the Next Day; Changing Algorithms; Chapter 9: Best Practices for Big Data Analytics; Start Small with Big Data; Thinking Big; Avoiding Worst Practices; Baby Steps; The Value of Anomalies; Expediency versus Accuracy In-Memory ProcessingChapter 10: Bringing It All Together; The Path to Big Data; The Realities of Thinking Big Data; Hands-on Big Data; The Big Data Pipeline in Depth; Big Data Visualization; Big Data Privacy; Appendix: Supporting Data; ""The MapR Distribution for Apache Hadoop""; ""High Availability: No Single Points of Failure""; About the Author; Index

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#### Sommario/riassunto

Unique insights to implement big data analytics and reap big returns to your bottom line Focusing on the business and financial value of big data analytics, respected technology journalist Frank J. Ohlhorst shares his insights on the newly emerging field of big data analytics in Big Data Analytics. This breakthrough book demonstrates the importance of analytics, defines the processes, highlights the tangible and intangible values and discusses how you can turn a business liability into actionable material that can be used to redefine markets, improve profits and identify new bu

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