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Autore	Minelli Michael <1974->
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Nota di contenuto	Big Data, Big Analytics: Emerging Business Intelligence and Analytic Trends for Today's Businesses; Copyright; Contents; Foreword; Preface; Acknowledgments; Chapter 1: What Is Big Data and Why Is It Important?; A Flood of Mythic "Start-Up" Proportions; Big Data Is More Than Merely Big; Why Now?; A Convergence of Key Trends; Relatively Speaking . . . ; A Wider Variety of Data; The Expanding Universe of Unstructured Data; Setting the Tone at the Top; Notes; Chapter 2: Industry Examples of Big Data; Digital Marketing and the Non-line World; Don't Abdicate Relationships Is IT Losing Control of Web Analytics? Database Marketers, Pioneers of Big Data; Big Data and the New School of Marketing; Consumers Have Changed. So Must Marketers.; The Right Approach: Cross-Channel Lifecycle Marketing; Social and Affiliate Marketing; Empowering Marketing with Social Intelligence; Fraud and Big Data; Risk and Big

Data; Credit Risk Management; Big Data and Algorithmic Trading; Crunching Through Complex Interrelated Data; Intraday Risk Analytics, a Constant Flow of Big Data; Calculating Risk in Marketing; Other Industries Benefit from Financial Services' Risk Experience  
Big Data and Advances in Health Care""Disruptive Analytics""; A Holistic Value Proposition; BI Is Not Data Science; Pioneering New Frontiers in Medicine; Advertising and Big Data: From Papyrus to Seeing Somebody; Big Data Feeds the Modern-Day Donald Draper; Reach, Resonance, and Reaction; The Need to Act Quickly (Real-Time When Possible); Measurement Can Be Tricky; Content Delivery Matters Too; Optimization and Marketing Mixed Modeling; Beard's Take on the Three Big Data Vs in Advertising; Using Consumer Products as a Doorway; Notes; Chapter 3: Big Data Technology  
The Elephant in the Room: Hadoop's Parallel WorldOld vs. New Approaches; Data Discovery: Work the Way People's Minds Work; Open-Source Technology for Big Data Analytics; The Cloud and Big Data; Predictive Analytics Moves into the Limelight; Software as a Service BI; Mobile Business Intelligence is Going Mainstream; Ease of Mobile Application Deployment; Crowdsourcing Analytics; Inter- and Trans-Firewall Analytics; R&D Approach Helps Adopt New Technology; Adding Big Data Technology into the Mix; Big Data Technology Terms; Data Size 101; Notes; Chapter 4: Information Management  
The Big Data FoundationBig Data Computing Platforms (or Computing Platforms That Handle the Big Data Analytics Tsunami); Big Data Computation; More on Big Data Storage; Big Data Computational Limitations; Big Data Emerging Technologies; Chapter 5: Business Analytics; The Last Mile in Data Analysis; Geospatial Intelligence Will Make Your Life Better; Listening: Is It Signal or Noise?; Consumption of Analytics; From Creation to Consumption; Visualizing: How to Make It Consumable?; Organizations Are Using Data Visualization as a Way to Take Immediate Action  
Moving from Sampling to Using All the Data

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## Sommario/riassunto

Unique prospective on the big data analytics phenomenon for both business and IT professionals The availability of Big Data, low-cost commodity hardware and new information management and analytics software has produced a unique moment in the history of business. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. These capabilities are neither theoretical nor trivial. They represent a genuine leap forward and a clear opportunity to realize enormous gains in ter

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