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Big Data MBA: Driving Business Strategies with Data Science

By Bill Schmarzo

John Wiley Sons Inc, United States, 2016. Paperback. Book Condition: New. 1. Auflage. 233 x 188 mm. Language: English . Brand New Book. Integrate big data into business to drive competitive advantage and sustainable success Big Data MBA brings insight and expertise to leveraging big data in business so you can harness the power of analytics and gain a true business advantage. Based on a practical framework with supporting methodology and hands-on exercises, this book helps identify where and how big data can help you transform your business. You ll learn how to exploit new sources of customer, product, and operational data, coupled with advanced analytics and data science, to optimize key processes, uncover monetization opportunities, and create new sources of competitive differentiation. The discussion includes guidelines for operationalizing analytics, optimal organizational structure, and using analytic insights throughout your organization s user experience to customers and front-end employees alike. You ll learn how to think like a data scientist as you build upon the decisions your business is trying to make, the hypotheses you need to test, and the predictions you need to produce. Business stakeholders no longer need to relinquish control of data and analytics to IT. In fact, they...



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