



## Using Big Data for business perspectives

By Singh, Jaiteg / Singh, Saravjeet

Condition: New. Publisher/Verlag: LAP Lambert Academic Publishing | Master data is critical for any business organization. Big organizations like Oracle, Infosys, IBM, Google, Facebook and TCS started working on Master Data Management (MDM) in early 20 s. Multinational corporations spend millions of dollars for Managing their Master Data, so as to ensure quality of service and customer retention as well. Unlike big organizations, Small and Mid-sized Enterprises (SME's), because of their limited resources, are unable to exploit the economies of scale associated with master data management. In this paper a Synthetic Semantic Master Data Modeler (SSMDM) has been proposed, this modeler primarily uses the concept of Google's knowledge graph to identify semantics within data sets. Using SSMDM, synthetic yet realistic master data was generated to find out probable ontologies within synthetic data sets. Based on these ontologies, some rules were framed to produce synthetic facts. These synthetic facts were further used to decide services and cuisines to be offered at a newly opened eating joint. | Format: Paperback | Language/Sprache: english | 108 pp.



**READ ONLINE**  
[ 8.85 MB ]

### Reviews

*Comprehensive guideline! Its such a good read through. It is actually written in basic words and not confusing. I am just easily could possibly get a enjoyment of reading a composed book.*

-- **Lonzo Wilderman**

*Thorough guideline! Its this type of good read. It is really simplistic but shocks from the 50 percent from the publication. It is extremely difficult to leave it before concluding, once you begin to read the book.*

-- **Sallie Wiegand**