



Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series)

By Frank J. Ohlhorst

Download now

Read Online ➔

Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) By Frank J. Ohlhorst

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 business opportunities.

- Reveals big data analytics as the next wave for businesses looking for competitive advantage
- Takes an in-depth look at the financial value of big data analytics
- Offers tools and best practices for working with big data

Once the domain of large on-line retailers such as eBay and Amazon, big data is now accessible by businesses of all sizes and across industries. From how to mine the data your company collects, to the data that is available on the outside, *Big Data Analytics* shows how you can leverage big data into a key component in your business's growth strategy.

↓ [Download Big Data Analytics: Turning Big Data into Big Mone ...pdf](#)

📖 [Read Online Big Data Analytics: Turning Big Data into Big Mo ...pdf](#)

Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series)

By Frank J. Ohlhorst

Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) By Frank J. Ohlhorst

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 business opportunities.

- Reveals big data analytics as the next wave for businesses looking for competitive advantage
- Takes an in-depth look at the financial value of big data analytics
- Offers tools and best practices for working with big data

Once the domain of large on-line retailers such as eBay and Amazon, big data is now accessible by businesses of all sizes and across industries. From how to mine the data your company collects, to the data that is available on the outside, *Big Data Analytics* shows how you can leverage big data into a key component in your business's growth strategy.

Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) By Frank J. Ohlhorst Bibliography

- Sales Rank: #1580165 in eBooks
- Published on: 2012-11-20
- Released on: 2012-11-20
- Format: Kindle eBook

 [Download Big Data Analytics: Turning Big Data into Big Mone ...pdf](#)

 [Read Online Big Data Analytics: Turning Big Data into Big Mo ...pdf](#)

Editorial Review

From the Inside Flap

The promises offered by Big Data–driven decision making have been recognized broadly. Once the domain of only the heaviest of hitters—including Amazon, eBay, and Disney—Big Data analytics is now accessible to businesses of all sizes, across all industries. In *Big Data Analytics*, you'll learn how to extract intelligence and value out of your large data sets to grow your business, your bottom line, and your competitive edge.

Focusing on the business and financial value of Big Data analytics, technical guru Frank Ohlhorst shares his insights on this newly emerging field to demonstrate the importance of analytics and define the processes. In *Big Data Analytics*, Ohlhorst highlights the tangible and intangible values and discusses how to turn a business liability—such as large scale data storage, backup, and archiving—into actionable material that can be used to redefine markets, improve profits, and identify new business opportunities.

Beginning with the evolution of the technology as well as some of the basic concepts behind deriving value, *Big Data Analytics* explores:

- The different types of data sources involved and why they are important to businesses seeking to find value in data sets
- Building a business case that spurs investment into technologies
- The skill sets needed to successfully leverage your data sets
- How to incorporate Big Data into a corporate culture
- Various public and private sources for data
- Storage, processing power, platforms, and the elements that make up a Big Data analytics system
- The tools and techniques that keep large data sources secure
- Potential pitfalls and how to avoid them
- How Big Data moves through the analysis process and is transformed into usable information that delivers value

To become bigger, you must think bigger. Discover the value in your data sets and maximize your bottom line with *Big Data Analytics*.

From the Back Cover

Think bigger and see bigger returns with Big Data Analytics

You're sitting on a gold mine. Buried deep within your backup, in your data archives, or in the data sets right under your nose, are the secrets to increasing your revenue, finding new business relationships, and making more intuitive decisions that will take your organization to the next level. In *Big Data Analytics*, you'll discover how to harness, analyze, and leverage your data to see big returns to your bottom line.

Author Frank Ohlhorst shares his decades of technical experience to show you how to implement Big Data analytics into any size business or industry. In *Big Data Analytics*, you'll discover how to mine the value of the data, expose trends that can be converted into competitive strategies, and explore data sources in more interesting and applicable ways to develop intelligence that solves problems and increases profits,

productivity, and business opportunities.

Exploring the concepts behind Big Data, how to analyze that data, and the payout you can achieve from acting on your data, *Big Data Analytics* reveals:

- The 4Vs of Big Data and the intrinsic value of each
- Big Data and the business case: beyond Hadoop
- Building the Big Data dream team
- Choosing among in-house, outsourced, or hybrid approaches
- The evolution of Big Data: today, tomorrow, and the next day
- Best and worst practices
- Bringing it all together

Any organization looking to stay ahead of the pack needs to get its arms around Big Data today. Learn how to make your data a key component of your growth strategy with *Big Data Analytics*.

About the Author

FRANK J. OHLHORST is an award-winning technology journalist, professional speaker, and IT business consultant with over twenty-five years of experience in the technology arena. He has written for several leading technology publications, speaks at many industry conferences, and has several industry certifications.

Users Review

From reader reviews:

Jesica Demarco:

Here thing why that Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) are different and reputable to be yours. First of all examining a book is good but it really depends in the content of it which is the content is as yummy as food or not. Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) giving you information deeper including different ways, you can find any publication out there but there is no reserve that similar with Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series). It gives you thrill examining journey, its open up your eyes about the thing this happened in the world which is possibly can be happened around you. It is possible to bring everywhere like in area, café, or even in your approach home by train. Should you be having difficulties in bringing the branded book maybe the form of Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) in e-book can be your choice.

Walter Goodwin:

This book untitled Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) to be one of several books that will best seller in this year, this is because when you read this publication you can get a lot of benefit into it. You will easily to buy this particular book in the book store or you can order it via online. The publisher on this book sells the e-book too. It makes you more easily to read this book, since you can read this book in your Touch screen phone. So there is no reason to you personally to past this guide from your list.

Laura Clark:

Reading a guide can be one of a lot of activity that everyone in the world enjoys. Do you like reading book and so. There are a lot of reasons why people enjoy it. First reading a e-book will give you a lot of new data. When you read a reserve you will get new information since book is one of many ways to share the information as well as their idea. Second, reading through a book will make anyone more imaginative. When you examining a book especially fiction book the author will bring you to definitely imagine the story how the figures do it anything. Third, you could share your knowledge to some others. When you read this Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series), you may tells your family, friends in addition to soon about yours book. Your knowledge can inspire different ones, make them reading a guide.

Walter Pyle:

As we know that book is vital thing to add our understanding for everything. By a e-book we can know everything we would like. A book is a list of written, printed, illustrated or maybe blank sheet. Every year has been exactly added. This book Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) was filled with regards to science. Spend your spare time to add your knowledge about your science competence. Some people has distinct feel when they reading some sort of book. If you know how big selling point of a book, you can experience enjoy to read a book. In the modern era like right now, many ways to get book that you wanted.

Download and Read Online Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) By Frank J. Ohlhorst #2IGCMDK8UL5

Read Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) By Frank J. Ohlhorst for online ebook

Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) By Frank J. Ohlhorst Free PDF download, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) By Frank J. Ohlhorst books to read online.

Online Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) By Frank J. Ohlhorst ebook PDF download

Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) By Frank J. Ohlhorst Doc

Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) By Frank J. Ohlhorst Mobipocket

Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) By Frank J. Ohlhorst EPub

2IGCMDK8UL5: Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series) By Frank J. Ohlhorst