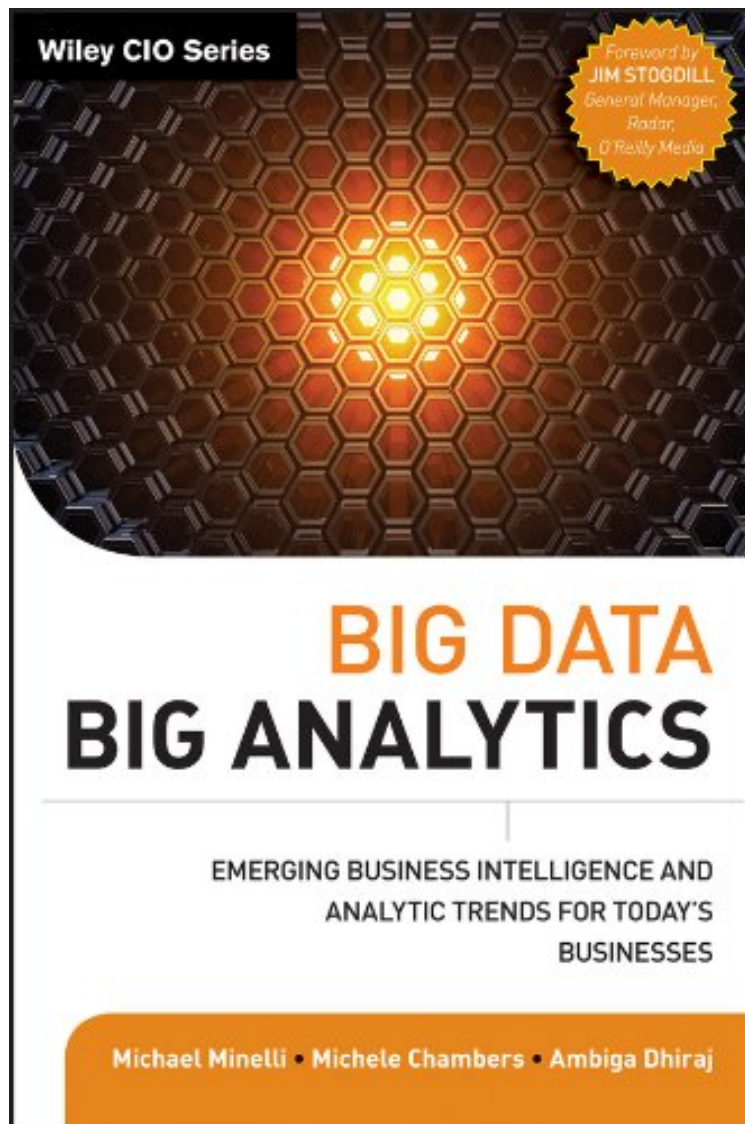


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Big Data, Big Analytics: Emerging Business Intelligence and Analytic Trends for Today's Businesses (Wiley CIO)

Michael Minelli, Michele Chambers, Ambiga Dhiraj
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Michael Minelli, Michele Chambers, Ambiga Dhiraj : Big Data, Big Analytics: Emerging Business Intelligence and Analytic Trends for Today's Businesses (Wiley CIO) before purchasing it in order to gage whether or not it would be worth my time, and all praised Big Data, Big Analytics: Emerging Business Intelligence and Analytic Trends for Today's Businesses (Wiley CIO):

21 of 21 people found the following review helpful. Not useful for meBy RocaveliBeing a bit unfair: this book reads

like quotes from blog posts written by people with fancy titles at big companies. I was expecting a bit more insight and actionable guidance, instead I got the same "big data is weally weally impo'tant" refrain that CIOs are fond of singing. The book seems to be written for folks of a prior generation: the author is constantly trying to dumb down big data as if explaining color to a color-blind kid. Unfortunately this predisposes the book to repeating many of the same generalizations we have all heard many times, and yet failing as an introductory text because it relies on a lot of prior knowledge from the "old way" of doing things (which the author constantly compares and contrasts big data to). The big data book I'm looking for needs to be written by a native of big data, someone who can write about the possibilities from an embedded perspective. This book all too often seems like it's translating to and from an archaic language with a limited vocabulary - which inherently limits the concepts and perspectives that are explored by the book, and in fact it limits the author's perspective on what's possible with big data in the first place.

0 of 0 people found the following review helpful. Who is this written for? By DPI have not read this entire book as of yet but I can tell you that the authors have not decided what their target audience is for this book. In some cases they use a lot of big words and concepts that are at the core of how it all works, and in the same chapter they bring up how data storage is measured as well as other unrelated information such as an ASCII to binary conversion table. These are concepts that anyone remotely interested in this field would very likely already know about.

0 of 0 people found the following review helpful. Writing is hard to read; too generic and watered down. By Customer This book is a waste of money. Had to get it for a class. Writing style is stiff and not easy to read or understand for novices. Content is also too broad and generic for professionals. You can find better content for free online. The most helpful chapter for me was on Hadoop but you can get similar content online. Pretty much hated reading this book. I mean I know it's a bit more of a technical topic but one can still write it in an engaging way. Not so with this book.

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 terms of efficiency, productivity, revenue and profitability. The Age of Big Data is here, and these are truly revolutionary times. This timely book looks at cutting-edge companies supporting an exciting new generation of business analytics. Learn more about the trends in big data and how they are impacting the business world (Risk, Marketing, Healthcare, Financial Services, etc.) Explains this new technology and how companies can use them effectively to gather the data that they need and glean critical insights Explores relevant topics such as data privacy, data visualization, unstructured data, crowd sourcing data scientists, cloud computing for big data, and much more.

From the Inside Flap The Age of Big Data Analytics is here, and these are truly revolutionary times. This timely book looks at cutting-edge companies supporting an exciting new generation of business analytics. This represents a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue, and profitability. Written for business managers and executives who want to make the most out of their information resources, Big Data, Big Analytics strikes a careful balance between high-level strategy and sample code, making an otherwise highly technical topic accessible through stories, metaphors, and analogies. The authors describe decision science and analytics experts describe the enabling technology and illustrate the value of Big Data through industry examples. After introducing the people and corporations who are successfully working with Big Data, the book delves deeper into the organization and the roles it takes to make Big Data successful. In this user-friendly guide, you'll discover: What Big Data is and why it's important Industry examples (Financial Services, Healthcare, etc.) Big Data and the New School of Marketing Fraud, risk, and Big Data Big Data technology Old versus new approaches Open source technology for Big Data analytics The Cloud and Big Data Predictive analytics Crowdsourcing analytics Computing platforms, limitations, and emerging technologies Consumption of analytics Data visualization as a way to take immediate action Moving from beyond the tools to analytic applications Creating a culture that nurtures decision science talent A thorough summary of ethical and privacy issues The availability of Big Data, low-cost commodity hardware, new information management, and analytic software has produced boundless opportunities for your organization to jump ahead of the competition. Discover how to analyze astonishing data sets quickly and cost-effectively with the tools and strategies found in Big Data, Big Analytics.

From the Back Cover Praise for Big Data, Big Analytics "The perfect amount of detail, told in a way that provides insight into an ever-changing business landscape with real-world application; no matter your area of expertise." — Frank Blake, Chairman and CEO, The Home Depot "Big Data is like a giant pile of puzzle pieces. And once brought together into context . . . the unfolding picture enables smarter action and ultimately better business outcomes. This is a timely and well-written book for business and IT executives to get up to speed on the Big Data world!" — Jeff Jonas, IBM Fellow and Chief Scientist, IBM Entity Analytics "Big Data impacts all of us, and this book is a well-written compilation of what you need to get started. Michael and his team capture the essence of Big Data in an easy-to-digest fashion that should

be shared with your entire executive team." —Mike Blake, CIO, Hyatt "Every day, companies create enormous quantities of data from various disparate sources—websites, sales teams, social media, digital pictures and multimedia, transactional records, etc. This book is essential for business and IT executives to begin to get their arms around 'Big Data' and how it will change the competitive business landscape." —Joe Choti, CTO, Major League Baseball Advanced Media "Big Data is transforming the modern business world. It dictates how banks grant loans, how hedge funds make trades, and much else. Big Data, Big Analytics gives readers a clear explanation of everything they need to know, from what Big Data is to the technology and how it should be used." —Anthony Goldbloom, founder and CEO, Kaggle "As a professor of customer intelligence, this book will help my students understand the multidisciplinary nature of Big Data and how to solve problems, better serve customers, and make their companies smarter. Highly recommended reading!" —Tony Branda, a founder of Pace University's Customer Intelligence MS Program

About the Author

Considered one of the top sales and marketing executives in the business analytics space, MICHAEL MINELLI is Vice President, Information Services, for MasterCard Advisors. The majority of his sixteen years of analytics industry experience was at SAS, where he spent over eleven years helping clients with large-scale analytic projects related to marketing, risk, supply chain, and finance. MICHELE CHAMBERS is currently in the Big Data Analytics startup world and was formerly the General Manager Vice President of Big Data Analytics at IBM, where her team was responsible for working with customers to fully exploit the IBM Big Data Platform. AMBIGA DHIRAJ is the Head of Client Delivery for Mu Sigma, where she leads their delivery teams to solve high-impact business problems in the areas of marketing, supply chain, and risk analytics for market-leading companies across multiple verticals.