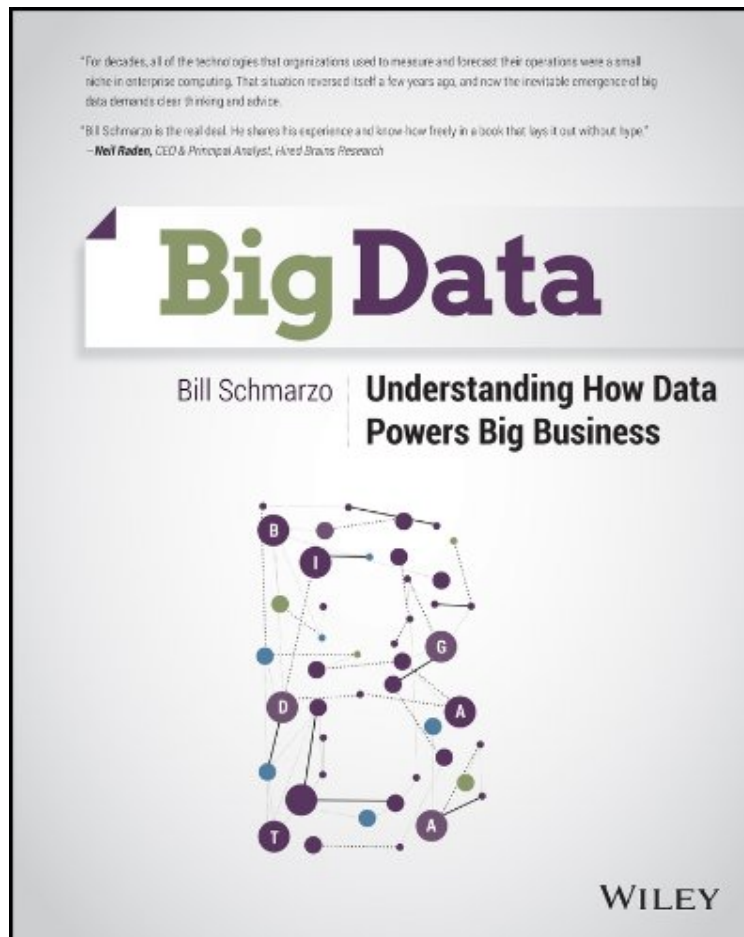


Big Data: Understanding How Data Powers Big Business

Bill Schmarzo

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Bill Schmarzo : Big Data: Understanding How Data Powers Big Business before purchasing it in order to gage whether or not it would be worth my time, and all praised Big Data: Understanding How Data Powers Big Business:

4 of 4 people found the following review helpful. Bill's Big Data book has broken down big data into digestible pieces. By David Sarson Bill's book is an excellent, practical approach to big data. The first half of the book is about big data and how it can help businesses make more money. The second half of the book is Bill's methodology, step-by-step approach, to begin a corporate strategy around big data. This book is very informative and relevant to business and how to incorporate another tool, big data, into the business strategy matrix. Book Summary/Overview: Big data is more about business transformation than just the next technology 'silver bullet'. It is about making money. Big Data — Analyzing and assessing all data sets rather than using a subset of the data to represent the whole. Key Model Concept: Below is Bill's framework for Big Data maturity: Where is your company on the continuum? 1. Monitoring a. Using: Dashboards, Success Factors and KPIs Why or move? The three Vs: Volume, variety and velocity make data management very difficult. 2. Insights — Four business drivers are needed: a. All corporate data should be included b. All unstructured data including: i. External data: Social media, mobile, etc. ii. Internal data:

Consumer comments, email logs, etc. c. Real-time data access d. Predictive analytics directly related back to your business processes i. Example: Which customer group responded best to an ad, event or request? That immediate feedback is critical. Why move? A user needs these four insight drivers to begin making business recommendations. The business recommendations lead to...

3. Optimization a. Analytics can now be best integrated and key business actions can be automate: i. Example: Customer pricing discounts can be immediately modified based on all prior behavior. Instantaneous feedback and automatic action. ii. Machine learning

4. Monetization ndash; Three ways business Insights are turned into money a. Resell insights to other business partners and parties b. Integrate insights into physical products (cell phones, cars, etc.) c. Align insights on a customer by customer basic for a better user experience.

5. Metamorphosis - Allowing other companies and customers to make money off of big data insights. a. This must be done carefully to avoid the 'creepy' factor from customers.

Big Data History: 1970s, 1980s and key events are discussed.

Business Impact of Big Data (If you like baseball ndash; read this section)

- Use the right metrics to gain a business advantage
- Continually reinvent iterations to keep relevant and a competitive advantage

This section in the book also describes how to monetize your data

Impact of Big Data on your business

- Business Intelligence Analyst (BI) vs Data Scientist
 - BI: Usually works in a data warehouse generating reports and dashboards
 - Data Scientist: Usually works in a 'sandbox'; modelling, testing and refining
- New roles in organizations to address these new challenges

Decision Theory

- Analytics applied to massive data leads to:
 - Great insights based on data rather than on one's gut
 - Focus on future trending, future expectation and predictable actions based on all data sets and logic. There is less likelihood to get caught up in one's feelings and guessing at cause-and-effect relationships.

The 2nd half of the book describes how to implement Big Data solutions.

Big Data Strategy

- The 'how' to put together a big data strategy (quite straightforward):
 - Biz Initiatives
 - Desired outcomes
 - Tasks

The Value Creation Process

- Define your most:
 - Valuable customers
 - Important products
 - Successful campaigns
- Value Chain Analysis
 - A methodology is outlined how each business unit adds value to the products the company produces.

Big Data User Experience Ramifications

Identifying Big Data Use Cases

Solution Engineering

- There is no silver bullet with Big Data. Understanding your business is key to a successful Big Data project and implementation.

Big Data Architectural Ramifications

Launching Your Big Data Journey

Next Steps

4 of 6 people found the following review helpful. The ABSOLUTE BEST Big Data book from industry expert

By Erick Laseca

Successful advanced analytics capability for marketing organizations involve integrating point of sale (POS), demographic, behavioral, social, mobile, CRM, third party web and retail loyalty program, digital marketing platform (DMP), psychographic and channel attribution data into insights for activation on demand-side platform (DSP), social media, segmentation, pricing, new product development and media mix optimization.

At my organization, we're starting our big data journey with a focus on digital marketing and will roll in additional programs - including pricing, segmentation, new product development, marketing mix optimization and integrated supply chain - as we develop this capability.

I've been researching big data through consultants and in-house experts, and I've found Bill's book to be an enormous help. His insights into the process before the implementation are things that other big data firms won't share (or simply don't know).

He's leveraged his many years of big data expertise with Yahoo!, PG and now EMC to create this powerful tool that will help any firm determine the necessary steps to take on their big data journey.

The 3 steps for implementing a big data analytics infrastructure include:

1. Understand personas (decisions, questions, KPIs)
2. Identify a process for data ramifications (how does data impact my value drivers)
3. Assess user experience (format of analytic results for decision-makers)

If you read one book on big data, this should be it. Bill Schmarzo is an expert in big data and his book is sure to provide the information you need to understand the complex world of advanced analytics and guide you through the process of developing your own big data capability.

0 of 0 people found the following review helpful. I particularly like the book's discussion of social analytics, web analytics, and market analysis...

By Lillian Pierson

If you're looking to understand more about how big data and data technologies are empowering businesses to better know and serve their customers, then look no further than Big Data: Understanding How Data Powers Big Business. I particularly like the book's discussion of social analytics, web analytics, and market analysis.... as these practices are paramount to the continued growth and expansion of any ecommerce business. Great work, Bill!!

Leverage big data to add value to your business

Social media analytics, web-tracking, and other technologies help companies acquire and handle massive amounts of data to better understand their customers, products, competition, and markets. Armed with the insights from big data, companies can improve customer experience and products, add value, and increase return on investment. The tricky part for busy IT professionals and executives is how to get this done, and that's where this practical book comes in. Big Data: Understanding How Data Powers Big Business is a complete how-to guide to leveraging big data to drive business value. Full of practical techniques, real-world examples, and hands-on exercises, this book explores the technologies involved, as well as how to find areas of the organization that can take full advantage of big data. Shows how to decompose current business strategies in order to link big data initiatives to the organization's value creation processes

Explores different value creation processes and models

Explains issues surrounding operationalizing big data, including organizational structures, education

challenges, and new big data-related roles Provides methodology worksheets and exercises so readers can apply techniques Includes real-world examples from a variety of organizations leveraging big data **Big Data: Understanding How Data Powers Big Business** is written by one of Big Data's preeminent experts, William Schmarzo. Don't miss his invaluable insights and advice.

From the Back Cover For decades, all of the technologies that organizations used to measure and forecast their operations were a small niche in enterprise computing. That situation reversed itself a few years ago, and now the inevitable emergence of big data demands clear thinking and advice. Bill Schmarzo is the real deal. He shares his experience and know-how freely in a book that lays it out without hype." —Neil Raden, CEO Principal Analyst, Hired Brains Research Big Data offers good sense, practical guidance, and pragmatism in what is at present a confused, confusing, and overly theoretical area. Anyone venturing into the big data outback would do well to stick Bill's book in their backpack." —Marc Demarest, CEO and Principal, Noumenal, Inc. Bill is a leading voice in big data technology and the impact to business, and is referred to in the industry as 'the Dean of Big Data.' If you want the straight scoop on how and what to do with big data, read Bill's book." —John Furrier, Founder and CEO, SiliconANGLE Media, and co-host of @theCUBE Learn to leverage big data and boost business value Big data is more than another hot technology trend. In fact, it's as much about business transformation as about technology. It's about leveraging the unique, actionable insights gleaned about your customers, products, and operations to rewire your value creation process and optimize your key business initiatives. Big data is about making money. This book tackles big data business opportunities head-on. You'll find practical advice, techniques, methodologies, downloadable worksheets, and many examples gained from years of working with some of the world's leading analytics-driven organizations. You'll learn to: Leverage the Big Data Business Maturity Index to identify where and how big data can deliver meaningful business value Identify the "right" metrics against which to measure the success of your big data initiative Understand key big data technologies and advanced analytic developments Leverage industry standard value creation models such as Michael Porter's Five Forces and Value Chain to identify how the big data business drivers can impact your organization's key business processes Summarize big data best practices, approaches, and value creation techniques into a Big Data Storymap to guide your organization About the Author Bill Schmarzo is the Chief Technology Officer for EMC Global Services' Enterprise Information Management Analytics service line. Nicknamed the Dean of Big Data, he is responsible for setting strategy for EMC's big data consulting business. He created the Business Benefits Analysis methodology and has served on the faculty of The Data Warehouse Institute.