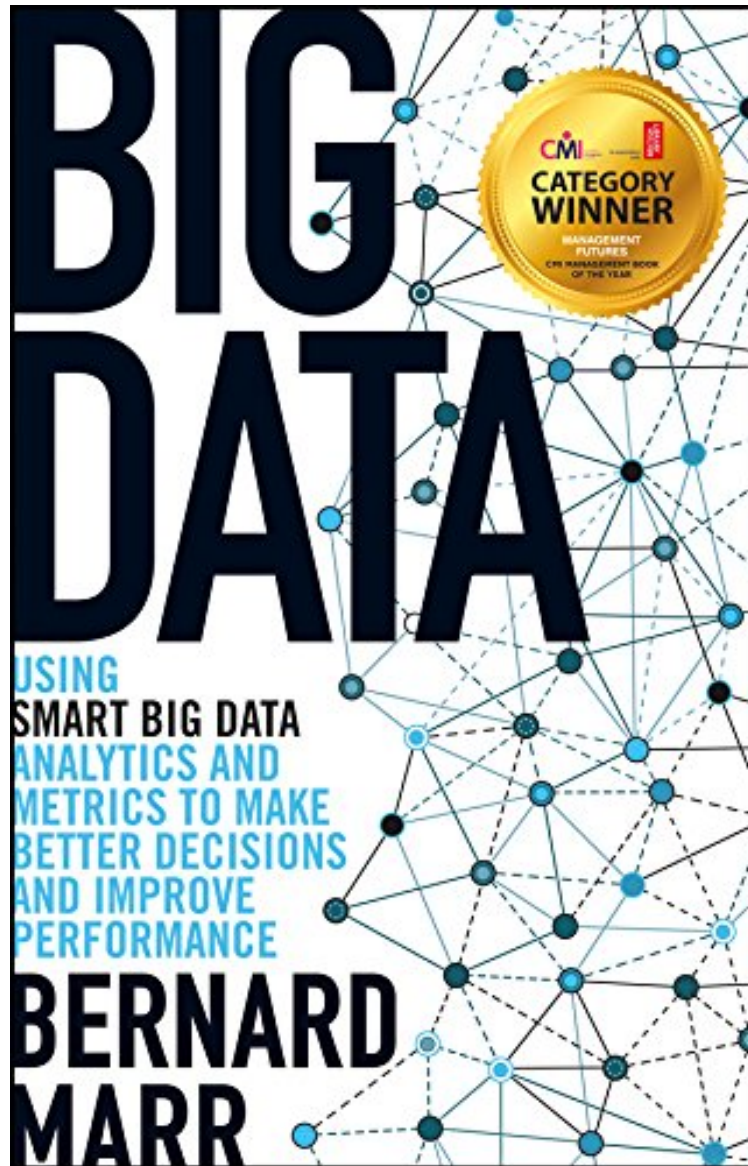


(Ebook free) Big Data: Using SMART Big Data, Analytics and Metrics To Make Better Decisions and Improve Performance

Big Data: Using SMART Big Data, Analytics and Metrics To Make Better Decisions and Improve Performance

Bernard Marr

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Bernard Marr : Big Data: Using SMART Big Data, Analytics and Metrics To Make Better Decisions and Improve Performance before purchasing it in order to gauge whether or not it would be worth my time, and all praised Big Data: Using SMART Big Data, Analytics and Metrics To Make Better Decisions and Improve Performance:

3 of 3 people found the following review helpful. Easy to read and well written - A must have for your library
By Jeffrey Strickland, Ph.D. Bernard knows Big Data. I love the SMART approach he takes in presenting the concept and use of Big Data. The acronym SMART has been used with different meaning in numerous environments with great success. SMART in my world of simulation meant Simulation and Modeling for Acquisition, Research and Training. I designed class rooms using SMART (the company) technology. Bernard has done a SMART thing with Big Data, for he is very SMART. With all fun aside, this is a must read for anyone who wants to learn about Big Data. Written in plain language, well organized with ample graphical aids, I am sure you will love it. I would completely disregard the one and two star ratings (one each). They are entitled to their wrong opinion. Perhaps they should try to write a book that all audiences can take in. It is difficult to do and Bernard has done it very well.

3 of 3 people found the following review helpful. "Big Data" is it SMART or are you SMART- ask Bernard Marr
By Charles Rein Although I have always worked with Engineers and Software professionals in many technical areas and Industries I am not a Technical person, but I read and am able to comprehend or to pick up the nuances of the particular Industry. I always like to read Industry Leading Professionals who have the ability to take complex subjects and make it understandable to Lay practitioners in the Industry. Bernard Marr has done that in " Big Data". He takes the Concept of "Big Data" which has become the Hot Topic in every area of Business optimization and potential innovative opportunity for the next 20 years and offers many insightful case studies to KISS "Keep It Simple s" Mr Marr takes the HYPE of what do we do with our data; and breaks it down into SMART Data. Five steps to learn how to ask the right QUESTIONS about your company and the DATA internal and external so that the Questions get answers that are relevant to solutions that will benefit your business or application.

1 of 1 people found the following review helpful. Middling impact on big data
By Vlad Good, not great but pretty well organized and informative. It would get another star if it weren't so derivative of the book Big Data by Mayer-schonberger and cuiker. It does have number of novel insights relevant to business.

Convert the promise of big data into real world results There is so much buzz around big data. We all need to know what it is and how it works - that much is obvious. But is a basic understanding of the theory enough to hold your own in strategy meetings? Probably. But what will set you apart from the rest is actually knowing how to USE big data to get solid, real-world business results - and putting that in place to improve performance. Big Data will give you a clear understanding, blueprint, and step-by-step approach to building your own big data strategy. This is a well-needed practical introduction to actually putting the topic into practice. Illustrated with numerous real-world examples from a cross section of companies and organisations, Big Data will take you through the five steps of the SMART model: Start with Strategy, Measure Metrics and Data, Apply Analytics, Report Results, Transform. Discusses how companies need to clearly define what it is they need to know Outlines how companies can collect relevant data and measure the metrics that will help them answer their most important business questions Addresses how the results of big data analytics can be visualised and communicated to ensure key decisions-makers understand them Includes many high-profile case studies from the author's work with some of the world's best known brands