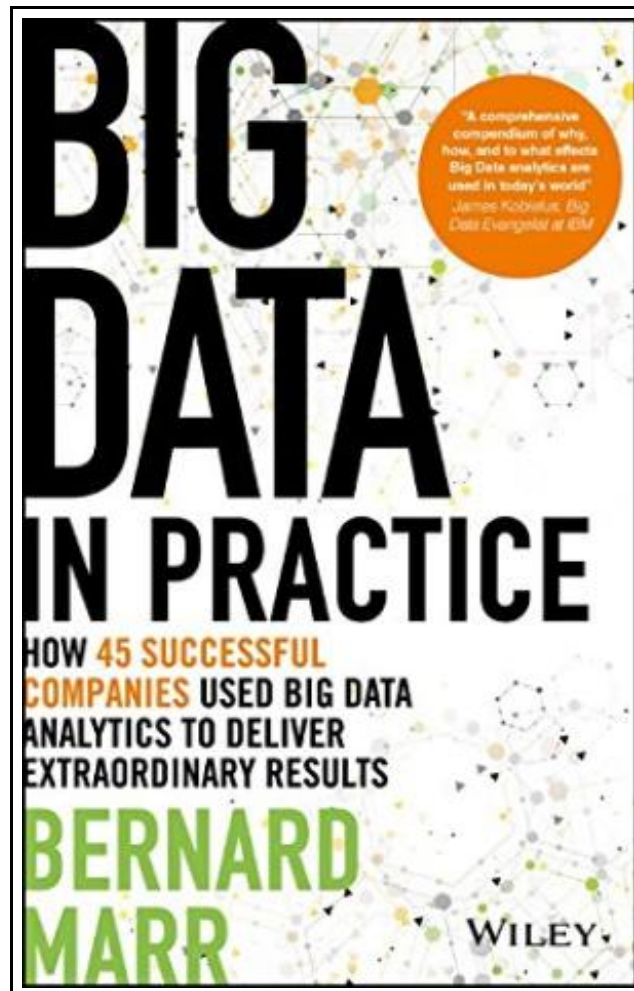


Big Data in Practice



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Reviews

This book will be worth getting. Better then never, though i am quite late in start reading this one. Its been written in an extremely basic way which is only right after i finished reading this book through which actually altered me, alter the way i believe.

(Mr. Enrico Lesch)

BIG DATA IN PRACTICE



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John Wiley & Sons Inc. Hardback. Book Condition: new. BRAND NEW, Big Data in Practice, Bernard Marr, Wiley, All cases will be based on the author's direct insights with the companies listed - these are all organisations which he has either consulted for or been granted access to direct interviews, and have endorsed their inclusion in the book. All chapters will follow a similar structure so that the reader can scan the various sections to quickly find the information they are after. Chapter structure: Background A brief overview of the company and context of the case study What Problem Is Big Data Helping To Solve? A description of what business problem / or issues big data is helping to solve in this case study company. How Is Big Data Used In Practice? An outline of how big data was applied in this case example. Outlining the implementation, where the data came from, how it was analysed, what algorithms were developed. What Where The Results? A description of the benefits / insights gained and the value of these. What Data Was Used? A description of what data was used (external, internal, quantities, structured, unstructured, sources) What Are The Technical Details? A description of the technical details - e.g. where was the data stored (cloud, hadoop clusters, data lakes) and what where the specifics (programming languages such as Spark or Python) and vendor details. Any Challenges That Had To Be Overcome? Explaining the key project challenges, where applicable and available. E.g. consolidating the data, selling the project, acquiring the right skills, finding the data, etc.) What Are The Key Learning Points And Take Aways? A comment section where I highlight the key learning points from this case study and any generic take aways that should be relevant to others. References And Further...



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