



## Big Data in Practice

By Bernard Marr, Wiley

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...



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