Making Big Data Work for Your Business

By Sudhi Sinha

Packt Publishing - ebooks Account. Paperback. Condition: New. 156 pages. Dimensions: 9.6in. x 6.7in. x 0.4in.A guide to effective Big Data analytics About This BookOpen up exciting new opportunities for your business with Big DataGain fresh insights into your customers and clients to make confident business decisionsA practical and accessible perspective on the most talked about development in businessWho This Book Is ForIf your are interested in the power of Big Data to drive improvement in your business, then this book will help you build and initiate a project for positive change. In Detail Bridge the gap between data and decision. Big Data has brought about a revolution in the way we do business. Essential business decisions can today be informed by the wealth of data now at our disposal. However, while Big Data may appear to be the answer to every business problem, for many, gaining real value from data gaining business insights is a difficult task. Big Data, for many, is a big problem itself, with many struggling to reap the rewards that it promises. In this accessible and stimulating guide, Sudhi Sinha, management, technology and sustainability expert, provides a unique perspective on Big Data and how to...

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