

BIG DATA



USING
SMART BIG DATA
ANALYTICS AND
METRICS TO MAKE
BETTER DECISIONS
AND IMPROVE
PERFORMANCE

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Big Data Bernard Marr, 2015-03-09 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

Constructing Leadership 4.0 Richard Kelly, 2018-11-27 The Fourth Industrial Revolution signals a sea change in the way we lead our organisations Moving away from relational leadership and horizontal organisationally led development it is imperative that business leaders are able to adapt to more networked organisations and shift away from dated assumptions of positional power Constructing Leadership 4 0 breaks new ground by explaining the urgent challenges facing managers and business leaders It will teach you how to Approach leadership development as a system rather than a programme Develop an organisational ecosystem to support leadership 4 0 Build collaborative networks Cultivate a responsive mindset through sensemaking Use non classroom based learning methodologies for educating leaders Rooted in leadership development methodology and underpinned by cutting edge research this book calls for businesses to cultivate responsive leaders through a theory of connectivism and swarm intelligence that reflects the coming cybernetic revolution

Big Data in Practice Bernard Marr, 2016-05-02 The best selling author of *Big Data* is back this time with a unique and in depth insight into how specific companies use big data Big data is on the tip of everyone s tongue Everyone understands its power and importance but many fail to grasp the actionable steps and resources required to utilise it effectively This book fills the knowledge gap by showing how major companies are using big data every day from an up close on the ground perspective From technology media and retail to sport teams government agencies and financial institutions learn the actual strategies and processes being used to learn about customers improve manufacturing spur innovation improve safety and so much more Organised for easy dip in navigation each chapter follows the same structure to give you the information you need quickly For each company profiled learn what data was used what problem it solved and the processes put it place to make it practical as well as the technical details challenges and lessons learned from each unique

scenario Learn how predictive analytics helps Amazon Target John Deere and Apple understand their customers Discover how big data is behind the success of Walmart LinkedIn Microsoft and more Learn how big data is changing medicine law enforcement hospitality fashion science and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter Big Data For Small Business For Dummies Bernard Marr,2016-01-05 Capitalise on big data to add value to your small business Written by bestselling author and big data expert Bernard Marr Big Data For Small Business For Dummies helps you understand what big data actually is and how you can analyse and use it to improve your business Free of confusing jargon and complemented with lots of step by step guidance and helpful advice it quickly and painlessly helps you get the most from using big data in a small business Business data has been around for a long time Unfortunately it was trapped away in overcrowded filing cabinets and on archaic floppy disks Now thanks to technology and new tools that display complex databases in a much simpler manner small businesses can benefit from the big data that s been hiding right under their noses With the help of this friendly guide you ll discover how to get your hands on big data to develop new offerings products and services understand technological change create an infrastructure develop strategies and make smarter business decisions Shows you how to use big data to make sense of user activity on social networks and customer transactions Demonstrates how to capture store search share analyse and visualise analytics Helps you turn your data into actionable insights Explains how to use big data to your advantage in order to transform your small business If you re a small business owner or employee Big Data For Small Business For Dummies helps you harness the hottest commodity on the market today in order to take your company to new heights Digital Business Development Stella Gatzu Grivas,2019-10-25 Wie werden im digitalen Zeitalter Geschäftsmodelle konzipiert um die Entwicklung von Unternehmen voranzutreiben und die Positionierung im Markt zu stärken Wie bereiten sich Unternehmen auf die neuen Geschäftsmöglichkeiten vor um langfristig erfolgreich zu bleiben Auf diese Fragen geht das Buch im Kontext der digitalen Transformation ein Anschaulich beschrieben werden Change Management Beispiele von Organisationsmodellen sowie Design Thinking die das Digital Business Development ermöglichen Dieses Buch verknüpft das Wissen von Fachexperten aus Praxis und Wissenschaft die selbst viele Unternehmen begleitet haben Business Verantwortliche erfahren mehr über den gezielten Einsatz von technologischen Innovationen und IT Verantwortlichen wird vermittelt wie sie ihre Rolle als Business Driver überzeugend wahrnehmen *Kunstliche Intelligenz in Unternehmen* Bernard Marr,2020-03-26 Bernard Marr bietet einen faszinierenden Blick darauf wie Unternehmen Künstliche Intelligenz KI und maschinelles Lernen zur Problemlösung einsetzen Es präsentiert 50 Fallstudien zu aktuellen Situationen und zeigt praktische Anwendungen für Probleme mit denen Unternehmen auf der ganzen Welt konfrontiert sind Das sich schnell entwickelnde Gebiet der Künstlichen Intelligenz hat sich über Forschungslabore und Informatikabteilungen hinaus ausgedehnt und seinen Weg in das Mainstream Geschäftsumfeld gefunden Künstliche Intelligenz und maschinelles Lernen werden als die wichtigsten modernen Business Trends zur

Steigerung des Erfolgs genannt KI wird in Bereichen wie Bankwesen und Finanzen Social Media und Marketing eingesetzt Diese Technologie bietet au erdem innovative L sungen f r Unternehmen aller Gr en Branchen und Industrien Dieses spannende und aktuelle Buch untersucht eine Vielzahl von F llen die veranschaulichen wie Unternehmen KI einsetzen um die Leistung und Effizienz zu steigern Marktpr ferenzen zu analysieren und vieles mehr Unternehmen die dabei betrachtet werden sind zum Beispiel Amazon IBM Burberry Samsung Netflix Spotify Facebook Elsevier Uber Siemens und Daimler Der Bestsellerautor und renommierte KI Experte Bernard Marr zeigt wie die Technologie des maschinellen Lernens das Gesch ftsgebaren von Unternehmen ver ndert Das Buch bietet einen berblick ber einzelne Unternehmen beschreibt das spezifische Problem und erkl rt wie KI die L sung erleichtert Jede Fallstudie bietet einen umfassenden Einblick der einige technische Details sowie wichtige Lernzusammenfassungen enth lt Marrs Buch ist eine aufschlussreiche und informative Untersuchung der transformativen Kraft der Technologie in der Wirtschaft des 21 Jahrhunderts

The Internet of Things Scott J. Shackelford, 2020-04-28 The Internet of Things IoT is the notion that nearly everything we use from gym shorts to streetlights will soon be connected to the Internet the Internet of Everything IoE encompasses not just objects but the social connections data and processes that the IoT makes possible Industry and financial analysts have predicted that the number of Internet enabled devices will increase from 11 billion to upwards of 75 billion by 2020 Regardless of the number the end result looks to be a mind boggling explosion in Internet connected stuff Yet there has been relatively little attention paid to how we should go about regulating smart devices and still less about how cybersecurity should be enhanced Similarly now that everything from refrigerators to stock exchanges can be connected to a ubiquitous Internet how can we better safeguard privacy across networks and borders Will security scale along with this increasingly crowded field Or will a combination of perverse incentives increasing complexity and new problems derail progress and exacerbate cyber insecurity For all the press that such questions have received the Internet of Everything remains a topic little understood or appreciated by the public This volume demystifies our increasingly smart world and unpacks many of the outstanding security privacy ethical and policy challenges and opportunities represented by the IoE Scott J Shackelford provides real world examples and straightforward discussion about how the IoE is impacting our lives companies and nations and explain how it is increasingly shaping the international community in the twenty first century Are there any downsides of your phone being able to unlock your front door start your car and control your thermostat Is your smart speaker always listening How are other countries dealing with these issues This book answers these questions and more along with offering practical guidance for how you can join the effort to help build an Internet of Everything that is as secure private efficient and fun as possible

Studies Combined: Cyber Warfare In Cyberspace - National Defense, Workforce And Legal Issues ,2018-01-18 Just a sample of the contents contains over 2 800 total pages PROSPECTS FOR THE RULE OF LAW IN CYBERSPACE Cyberwarfare and Operational Art CYBER WARFARE GOVERNANCE EVALUATION OF CURRENT INTERNATIONAL AGREEMENTS ON THE

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Gaps in Cyber Defense Airpower History and the Cyber Force of the Future How Organization for the Cyber Domain Outpaced Strategic Thinking and Forgot the Lessons of the Past THE COMMAND OF THE TREND SOCIAL MEDIA AS A WEAPON IN THE INFORMATION AGE SPYING FOR THE RIGHT REASONS CONTESTED NORMS IN CYBERSPACE AIR FORCE CYBERWORX REPORT REMODELING AIR FORCE CYBER COMMAND CONTROL THE CYBER WAR MAINTAINING AND CONTROLLING THE KEY CYBER TERRAIN OF THE CYBERSPACE DOMAIN WHEN NORMS FAIL NORTH KOREA AND CYBER AS AN ELEMENT OF STATECRAFT AN ANTIFRAGILE APPROACH TO PREPARING FOR CYBER CONFLICT AIR FORCE CYBER MISSION ASSURANCE SOURCES OF MISSION UNCERTAINTY Concurrency Attacks and Defenses Cyber Workforce Retention Python Natural Language Processing Jalaj Thanaki, 2017-07-31 Leverage the power of machine learning and deep learning to extract information from text data About This Book Implement Machine Learning and Deep Learning techniques for efficient natural language processing Get started with NLTK and implement NLP in your applications with ease Understand and interpret human languages with the power of text analysis via Python Who This Book Is For This book is intended for Python developers who wish to start with natural language processing and want to make their applications smarter by implementing NLP in them What You Will Learn Focus on Python programming paradigms which are used to develop NLP applications Understand corpus analysis and different types of data attribute Learn NLP using Python libraries such as NLTK Polyglot SpaCy Stanford CoreNLP and so on Learn about Features Extraction and Feature selection as part of Features Engineering Explore the advantages of vectorization in Deep Learning Get a better understanding of the architecture of a rule based system Optimize and fine tune Supervised and Unsupervised Machine Learning algorithms for NLP problems Identify Deep Learning techniques for Natural Language Processing and Natural Language Generation problems In Detail This book starts off by laying the foundation for Natural Language Processing and why Python is one of the best options to build an NLP based expert system with advantages such as Community support availability of frameworks and so on Later it gives you a better understanding of available free forms of corpus and different types of dataset After this you will know how to choose a dataset for natural language processing applications and find the right NLP techniques to process sentences in datasets and understand their structure You will also learn how to tokenize different parts of sentences and ways to analyze them During the course of the book you will explore the semantic as well as syntactic analysis of text You will understand how to solve various ambiguities in processing human language and will come across various scenarios while performing text analysis You will learn the very basics of getting the environment ready for natural language processing move on to the initial setup and then quickly understand sentences and language parts You will learn the power of Machine Learning and Deep Learning to extract information from text data By the end of the book you will have a clear understanding of natural language processing and will have worked on multiple examples that implement NLP in the real world Style and approach This book teaches the readers various aspects of natural language Processing using

NLTK It takes the reader from the basic to advance level in a smooth way The Data Driven Leader Jenny Dearborn,David Swanson,2017-09-29 Data is your most valuable leadership asset here s how to use it The Data Driven Leader presents a clear accessible guide to solving important leadership challenges through human resources focused and other data analytics This engaging book shows you how to transform the HR function and overall organizational effectiveness by using data to make decisions grounded in facts vs opinions identify root causes behind your company s thorniest problems and move toward a winning future focused business strategy Realistic and actionable this book tells the story of a successful sales executive who after leading an analytics driven turnaround in Data Driven this book s predecessor faces a new turnaround challenge as chief human resources officer Each chapter features insightful commentary and practical notes on the points the story raises guiding you to put HR analytics into action in your organization HR and other leaders cannot afford to overlook the power and competitive advantages of data driven decision making and strategies This book reflects the growing trend of CEOs choosing analytics minded business leaders to head HR at a time when workplaces everywhere face game changing forces including automation robotics and artificial intelligence It is urgent that human resources leaders embrace analytics not only to remain professionally relevant but also to help their organizations successfully navigate this digital transformation HR professionals can and must Understand essential data science principles and corporate analytics models Identify and execute effective data analytics initiatives Boost HR and company productivity and performance with metrics that matter Shape an analytics centric culture that generates data driven leaders Most organizations capture and report data but data is useless without analysis that leads to action The Data Driven Leader shows you how to use this tremendous asset to lead your organization higher Data Strategy Bernard Marr,2021-10-03 BRONZE RUNNER UP Axiom Awards 2018 Business Technology Category 1st edition Data is an integral strategic asset for all businesses Learn how to leverage this data and generate valuable insights and true business value with bestselling author and data guru Bernard Marr Data has massive potential for all businesses when used correctly from small organizations to tech giants and huge multinationals but this resource is too often not fully utilized Data Strategy is the must read guide on how to create a robust data driven approach that will harness the power of data to revolutionize your business Explaining how to collect use and manage data this book prepares any organization with the tools and strategies needed to thrive in the digital economy Now in its second edition this bestselling title is fully updated with insights on understanding your customers and markets and how to provide them with intelligent services and products With case studies and real world examples throughout Bernard Marr offers unrivalled expertise on how to gain the competitive advantage in a data driven world **Radically Human** Paul Daugherty,H. James Wilson,2022-04-26 Technology advances are making tech more human This changes everything you thought you knew about innovation and strategy In their groundbreaking book Human Machine Accenture technology leaders Paul R Daugherty and H James Wilson showed how leading organizations use the power of human machine

collaboration to transform their processes and their bottom lines Now as new AI powered technologies like the metaverse natural language processing and digital twins begin to rapidly impact both life and work those companies and other pioneers across industries are tipping the balance even more strikingly toward the human side with technology led strategy that is reshaping the very nature of innovation In Radically Human Daugherty and Wilson show this profound shift fast forwarded by the pandemic toward more human and more humane technology Artificial intelligence is becoming less artificial and more intelligent Instead of data hungry approaches to AI innovators are pursuing data efficient approaches that enable machines to learn as humans do Instead of replacing workers with machines they re unleashing human expertise to create human centered AI In place of lumbering legacy IT systems they re building cloud first IT architectures able to continuously adapt to a world of billions of connected devices And they re pursuing strategies that will take their place alongside classic winning business formulas like disruptive innovation These against the grain approaches to the basic building blocks of business Intelligence Data Expertise Architecture and Strategy IDEAS are transforming competition Industrial giants and startups alike are drawing on this radically human IDEAS framework to create new business models optimize post pandemic approaches to work and talent rebuild trust with their stakeholders and show the way toward a sustainable future With compelling insights and fresh examples from a variety of industries Radically Human will forever change the way you think about practice and win with innovation

Artificial Intelligence in Practice Bernard Marr, 2019-04-15 Cyber solutions to real world business problems Artificial Intelligence in Practice is a fascinating look into how companies use AI and machine learning to solve problems Presenting 50 case studies of actual situations this book demonstrates practical applications to issues faced by businesses around the globe The rapidly evolving field of artificial intelligence has expanded beyond research labs and computer science departments and made its way into the mainstream business environment Artificial intelligence and machine learning are cited as the most important modern business trends to drive success It is used in areas ranging from banking and finance to social media and marketing This technology continues to provide innovative solutions to businesses of all sizes sectors and industries This engaging and topical book explores a wide range of cases illustrating how businesses use AI to boost performance drive efficiency analyse market preferences and many others Best selling author and renowned AI expert Bernard Marr reveals how machine learning technology is transforming the way companies conduct business This detailed examination provides an overview of each company describes the specific problem and explains how AI facilitates resolution Each case study provides a comprehensive overview including some technical details as well as key learning summaries Understand how specific business problems are addressed by innovative machine learning methods Explore how current artificial intelligence applications improve performance and increase efficiency in various situations Expand your knowledge of recent AI advancements in technology Gain insight on the future of AI and its increasing role in business and industry Artificial Intelligence in Practice How 50 Successful Companies Used Artificial Intelligence to Solve

Problems is an insightful and informative exploration of the transformative power of technology in 21st century commerce

Handbuch Informationskompetenz Wilfried Sühl-Strohmenger, 2016-03-07 Das Handbuch bietet einen fundierten und breiten Überblick über neue Konzepte zur Informationskompetenz aus der Sicht der Bibliotheks Informations und Erziehungswissenschaft sowie der Hochschuldidaktik und der Wissenschaftspolitik Es enthält Beiträge zu Strategien und praktischen Realisierungen der Förderung von Informationskompetenz in Vorschule Schule Studium und wissenschaftlicher Forschung Der lernerorientierten und nutzorientierten Gestaltung dieser Angebote durch Infrastrukturen Beratungs und Serviceangebote sowie durch didaktisch maßgeschneiderte Planungen kommt besondere Bedeutung zu Die Entwicklungen der Informationskompetenz in Deutschland Großbritannien Österreich und der Schweiz werden jeweils mit speziellen Beiträgen dargestellt

Predict and Surveil Sarah Brayne, 2020-10-12 The scope of criminal justice surveillance has expanded rapidly in recent decades At the same time the use of big data has spread across a range of fields including finance politics healthcare and marketing While law enforcement's use of big data is hotly contested very little is known about how the police actually use it in daily operations and with what consequences In *Predict and Surveil* Sarah Brayne offers an unprecedented inside look at how police use big data and new surveillance technologies leveraging on the ground fieldwork with one of the most technologically advanced law enforcement agencies in the world the Los Angeles Police Department Drawing on original interviews and ethnographic observations Brayne examines the causes and consequences of algorithmic control She reveals how the police use predictive analytics to deploy resources identify suspects and conduct investigations how the adoption of big data analytics transforms police organizational practices and how the police themselves respond to these new data intensive practices Although big data analytics holds potential to reduce bias and increase efficiency Brayne argues that it also reproduces and deepens existing patterns of social inequality threatens privacy and challenges civil liberties A groundbreaking examination of the growing role of the private sector in public policing this book challenges the way we think about the data heavy supervision law enforcement increasingly imposes upon civilians in the name of objectivity efficiency and public safety

Introduction to People Analytics Nadeem Khan, Dave Millner, 2023-07-03 How can HR practitioners with little or no experience of analytics feel confident in their ability to find analyse and use workforce data to make better business decisions This book has the answers An understanding of people analytics is a crucial skill for all HR professionals This new edition provides expert guidance on the key aspects of analytics enabling all HR professionals to feel confident in their ability to handle employee and organizational data It features new material on applying data to respond to external disruption such as COVID 19 as well as how to develop a people analytics journey There is also advice on recruiting people analytics specialists and embedding new data driven operating models within HR This book is essential reading for all HR professionals to develop understanding of how and where HR analytics can make a tangible difference to organizations With updated case studies and thought leadership examples from companies including NHS AstraZeneca and Swarovski this

book demonstrates how people analytics can be leveraged to improve culture and employee engagement increase performance and reduce costs

The Web at Graduation and Beyond Gottfried Vossen, Frank Schönthaler, Stuart Dillon, 2017-08-17 This book provides a comprehensive treatment of the rapidly changing world of Web based business technologies and their often disruptive innovations The history of the Web is a short one Indeed many college graduates today were not even born when the Web first emerged It is therefore an opportune time to view the Web as having reached the point of graduation The Web has led to new ways in which businesses connect and operate and how individuals communicate and socialize related technologies include cloud computing social commerce crowd sourcing and the Internet of Things to name but a few These developments including their technological foundations and business impacts are at the heart of the book It contextualizes these topics by providing a brief history of the World Wide Web both in terms of the technological evolution and its resultant business impacts The book was written for a broad audience including technology managers and students in higher education It is also intended as a guide for people who grew up with a background in business administration or engineering or a related area but who in the course of their career paths have reached a point where IT related decisions have become their daily business e g in digital transformation The book describes the most important Web technologies and related business applications and especially focuses on the business implications of these technologies As such it offers a solid technology and business focused view on the impact of the Web and balances rules and approaches for strategy development and decision making with a certain technical understanding of what goes on behind the scenes

ICT in Agriculture (Updated Edition) World Bank, 2017-06-27 Information and communication technology ICT has always mattered in agriculture Ever since people have grown crops raised livestock and caught fish they have sought information from one another Today ICT represents a tremendous opportunity for rural populations to improve productivity to enhance food and nutrition security to access markets and to find employment opportunities in a revitalized sector ICT has unleashed incredible potential to improve agriculture and it has found a foothold even in poor smallholder farms ICT in Agriculture Updated Edition is the revised version of the popular ICT in Agriculture e Sourcebook first launched in 2011 and designed to support practitioners decision makers and development partners who work at the intersection of ICT and agriculture Our hope is that this updated Sourcebook will be a practical guide to understanding current trends implementing appropriate interventions and evaluating the impact of ICT interventions in agricultural programs

Urban Sustainability and Energy Management of Cities for Improved Health and Well-Being González-Lezcano, Roberto Alonso, 2022-04-29 Global environmental challenges such as climate change rapid urbanization and human influence on the environment continue to grow Many of these resulting risks lead to diseases and negative impacts on health and quality of life It is now essential to develop more sustainable and healthy environments with greater focus on prevention by targeting the root causes of disease Urban communities comprise a high concentration of services consumption and waste and represent an

unsustainable pattern of urbanization that accelerates the decline of global ecosystems services rather than supporting them through the compensatory contributions of peri urban and rural areas By focusing on reducing environmental and social risk factors almost a quarter of the global burden of disease can be avoided through better health promotion strategies and improved prevention and hygiene measures Urban Sustainability and Energy Management of Cities for Improved Health and Well Being highlights the interdisciplinary connections between the environment and human health focusing on new ideas and suggestions for promoting both sustainable development and human health and well being It creates a new approach to the analysis of human impacts on the natural environment and conversely determines how the environment can modulate human lifestyles and health Furthermore this book explores opportunities and challenges urban communities face as they seek to become sustainable systems embedded in their diverse and complex social and environmental contexts Covering topics such as affordable housing ecological waste materials and urban health this premier reference source is an essential resource for environmentalists civil engineers government officials architects libraries students and educators of higher education urban planners researchers and academicians

Leveraging Data Science for Global Health Leo Anthony Celi,Maimuna S. Majumder,Patricia Ordóñez,Juan Sebastian Osorio,Kenneth E. Paik,Melek Somai,2020-07-31 This open access book explores ways to leverage information technology and machine learning to combat disease and promote health especially in resource constrained settings It focuses on digital disease surveillance through the application of machine learning to non traditional data sources Developing countries are uniquely prone to large scale emerging infectious disease outbreaks due to disruption of ecosystems civil unrest and poor healthcare infrastructure and without comprehensive surveillance delays in outbreak identification resource deployment and case management can be catastrophic In combination with context informed analytics students will learn how non traditional digital disease data sources including news media social media Google Trends and Google Street View can fill critical knowledge gaps and help inform on the ground decision making when formal surveillance systems are insufficient

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