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Big Data Revolution: What Farmers, Doctors and Insurance Agents Teach Us About Discovering Big Data Patterns

By Rob Thomas, Patrick McSharry

John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, Big Data Revolution: What Farmers, Doctors and Insurance Agents Teach Us About Discovering Big Data Patterns, Rob Thomas, Patrick McSharry, Exploit the power and potential of Big Data to revolutionize business outcomes Big Data Revolution is a guide to improving performance, making better decisions, and transforming business through the effective use of Big Data. In this collaborative work by an IBM Vice President of Big Data Products and an Oxford Research Fellow, this book presents inside stories that demonstrate the power and potential of Big Data within the business realm. Readers are guided through tried-and-true methodologies for getting more out of data, and using it to the utmost advantage. This book describes the major trends emerging in the field, the pitfalls and triumphs being experienced, and the many considerations surrounding Big Data, all while guiding readers toward better decision making from the perspective of a data scientist. Companies are generating data faster than ever before, and managing that data has become a major challenge. With the right strategy, Big Data can be a powerful tool for creating effective business solutions but deep understanding is key when applying it to...



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