

Sudhi Sinha

# MAKING BIG DATA WORK FOR YOUR BUSINESS

*A guide to effective Big Data analytics*

Impactkt

Foreword by AnilHai Doan  
Professor, University of Wisconsin-Madison,  
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# **Making Big Data Work For Your Business**

**Bahman Zohuri, Farhang Mossavar  
Rahmani, Farahnaz Behgounia**



## **Making Big Data Work For Your Business:**

*Making Big Data Work for Your Business* Sudhi Sinha, 2014-10-28 If you 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 [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 **Building an Effective IoT Ecosystem for Your Business** Sudhi R. Sinha, Youngchoon

Park, 2017-07-20 This descriptive practical guide explains how to build a commercially impactful operationally effective and technically robust IoT ecosystem that takes advantage of the IoT revolution and drives business growth in the consumer IoT as well as industrial internet spaces With this book executives business managers developers and decision makers are given the tools to make more informed decisions about IoT solution development partner ecosystem design and the monetization of products and services Security and privacy issues are also addressed Readers will explore the design guidelines and technology choices required to build commercially viable IoT solutions but also uncover the various monetization and business modeling for connected products [Transcranial Magnetic and Electrical Brain Stimulation for Neurological Disorders](#) Bahman Zohuri, Patrick J. McDaniel, 2022-08-20 *Transcranial Magnetic and Electrical Brain Stimulation for Neurological Disorders* examines the non-invasive application of electrical stimulation of the brain to treat neurological disorders and to enhance individual group performance This volume discusses emerging electro-technologies such as transcranial direct current alternating current electric fields and pulsed magnetic fields to treat many of these common medical problems Chapters begin by examining foundations of electromagnetic theory and wave equations that underly these technologies before discussing methods to treat disorders the impact of technology and mental health and artificial

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**Analytics and Big Data: The Davenport Collection (6 Items)** Thomas H. Davenport,Jeanne G. Harris,2014-08-12 The Analytics and Big Data collection offers a greatest hits digital compilation of ideas from world renowned thought leader Thomas Davenport who helped popularize the terms analytics and big data in the workplace An agile and prolific thinker Davenport has written or coauthored more than a dozen bestselling books Several of these titles are offered together for the first time in this curated digital bundle including Big Data at Work Competing on Analytics Analytics at Work and Keeping Up with the Quants The collection also includes Davenport s popular Harvard Business Review articles Data Scientist The Sexiest Job of the 21st Century 2012 and Analytics 3 0 2013 Combined these works cover all the bases on analytics and big data what each term means the ramifications of each from a technical consumer and management perspective and where each can have the biggest impact on your business Whether you re an executive a manager or a student wanting to learn more Analytics and Big Data is the most comprehensive collection you ll find on the ever growing phenomenon of digital data and analysis and how you can make this rising business trend work for

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**Big Data Analytics for Entrepreneurial Success** Sedkaoui, Soraya, 2018-11-09 In a resolutely practical and data driven project universe the digital age changed the way data is collected stored analyzed visualized and protected transforming business opportunities and strategies It is important for today s organizations and entrepreneurs to implement a robust data strategy and industrialize a set of data driven solutions to utilize big data analytics to its fullest potential Big Data Analytics for Entrepreneurial Success provides emerging perspectives on the theoretical and practical aspects of data analysis tools and techniques within business applications Featuring coverage on a broad range of topics such as algorithms data collection and machine learning this publication provides concrete examples and case studies of successful uses of data driven projects as well as the challenges and opportunities of generating value from data using analytics It is ideally designed for entrepreneurs researchers business owners managers graduate students academicians software developers and IT professionals seeking current research on the essential tools and technologies for organizing analyzing and benefiting from big data

*Reimagining Businesses with AI* Sudhi Sinha, Khaled Al Huraimel, 2020-10-20 Discover what AI can do for your business with this approachable and comprehensive resource Reimagining Businesses with AI acquaints readers with both the business challenges and opportunities presented by the rapid growth and progress of artificial intelligence The accomplished authors and digital executives of the book provide you with a multi industry approach to understanding the intersection of AI and business The book walks you through the process of recognizing and capitalizing on AI s potential for your own business The authors describe How to build a technological foundation that allows for the rapid implementation of artificial intelligence How to manage the disruptive nature of powerful technology while simultaneously harnessing its capabilities The ethical implications and security and privacy concerns raised by the spread of AI Perfect for business executives and managers who seek a jargon free and approachable manual on how to implement artificial intelligence in everyday operations Reimagining Businesses with AI also belongs on the bookshelves of anyone curious about the interaction between artificial intelligence and business

**Data and Information in Online Environments** Rogério Mugnaini, 2020-06-15 This book constitutes the refereed post conference proceedings of the First International Conference on Data and Information in Online Environments DIONE 2020 which took place in Florianopolis Brazil in March 2020 DIONE 2020 handles the growing interaction between the information sciences communication sciences and computer sciences The 18 revised full papers were carefully reviewed and selected from 37 submissions and

focus on the production dissemination and evaluation of contents in online environments The goal is to improve cooperation between data science natural language processing data engineering big data research evaluation network science sociology of science and communication communities Big Data Bootcamp David Feinleib, 2014-09-26 Investors and technology gurus have called big data one of the most important trends to come along in decades Big Data Bootcamp explains what big data is and how you can use it in your company to become one of tomorrow's market leaders Along the way it explains the very latest technologies companies and advancements Big data holds the keys to delivering better customer service offering more attractive products and unlocking innovation That's why to remain competitive every organization should become a big data company It's also why every manager and technology professional should become knowledgeable about big data and how it is transforming not just their own industries but the global economy And that knowledge is just what this book delivers It explains components of big data like Hadoop and NoSQL databases how big data is compiled queried and analyzed how to create a big data application and the business sectors ripe for big data inspired products and services like retail healthcare finance and education Best of all your guide is David Feinleib renowned entrepreneur venture capitalist and author of Why Startups Fail Feinleib's Big Data Landscape a market map featured and explained in the book is an industry benchmark that has been viewed more than 150 000 times and is used as a reference by VMware Dell Intel the U S Government Accountability Office and many other organizations Feinleib also explains Why every businessperson needs to understand the fundamentals of big data or get run over by those who do How big data differs from traditional database management systems How to create and run a big data project The technical details powering the big data revolution Whether you're a Fortune 500 executive or the proprietor of a restaurant or web design studio Big Data Bootcamp will explain how you can take full advantage of new technologies to transform your company and your career

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