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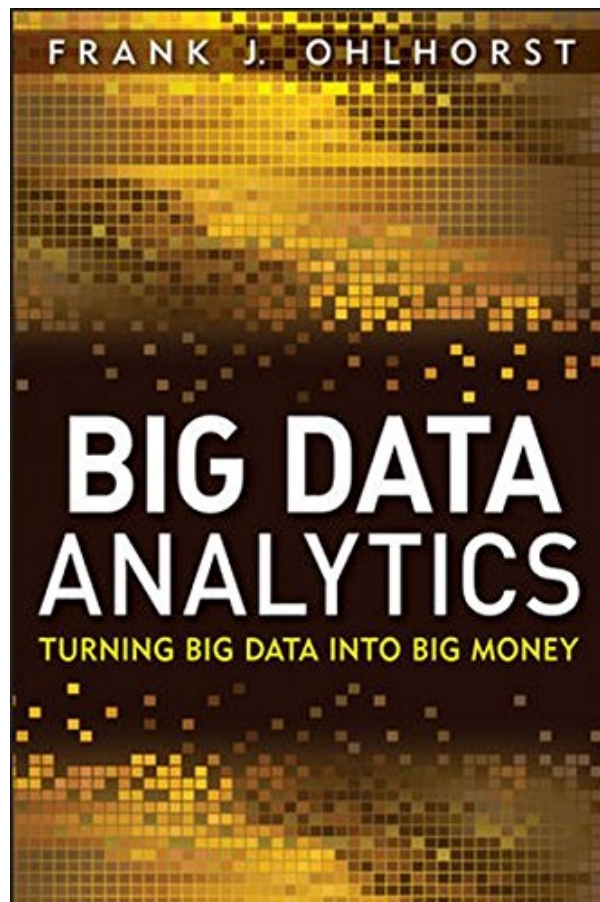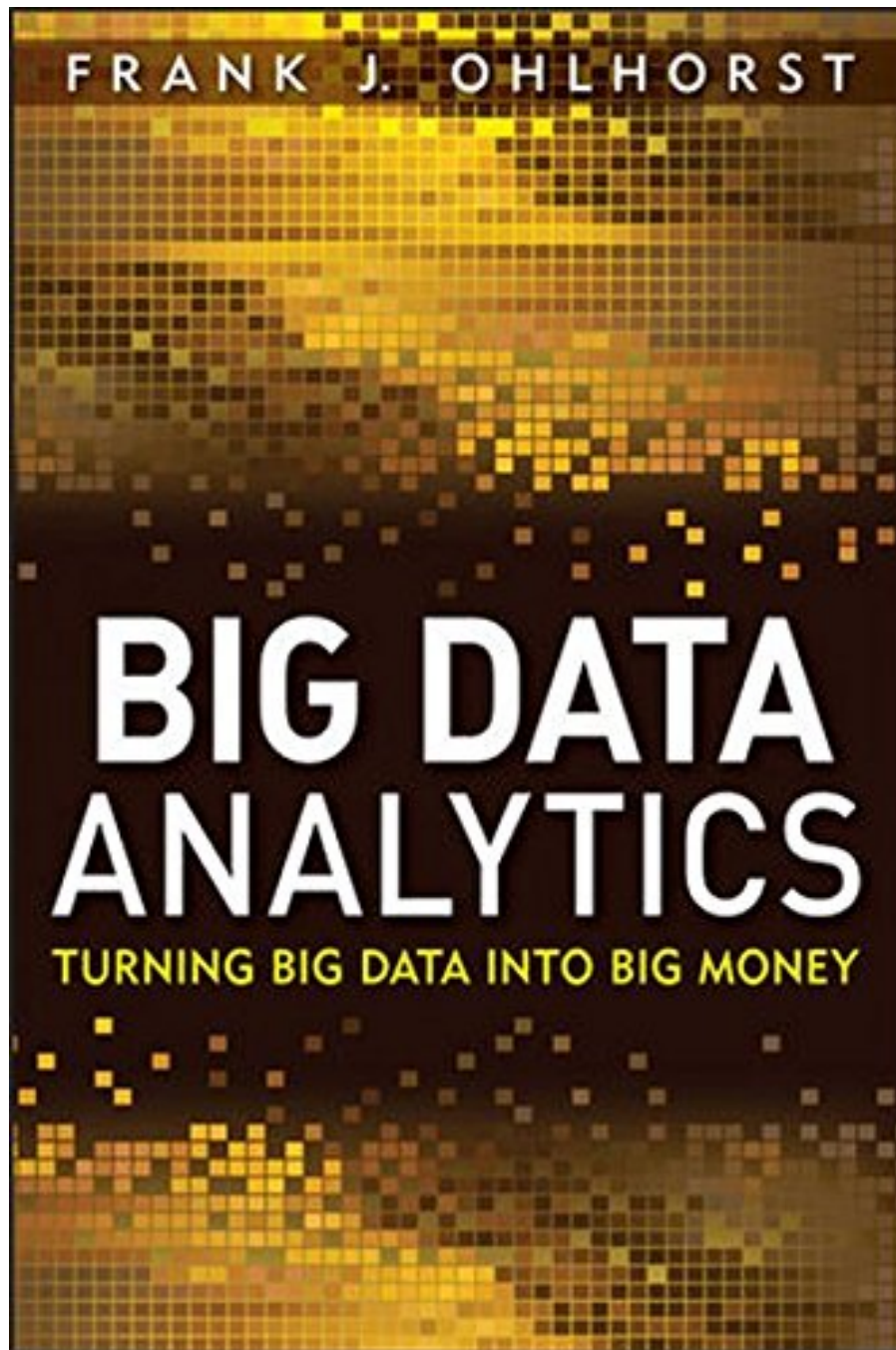

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Why should be reading Big Data Analytics: Turning Big Data Into Big Money By Frank J. Ohlhorst Again, it will certainly depend on just how you feel and also think of it. It is undoubtedly that one of the advantage to take when reading this Big Data Analytics: Turning Big Data Into Big Money By Frank J. Ohlhorst; you could take a lot more lessons straight. Also you have not undertaken it in your life; you could get the encounter by reading Big Data Analytics: Turning Big Data Into Big Money By Frank J. Ohlhorst And currently, we will present you with the online publication Big Data Analytics: Turning Big Data Into Big Money By Frank J. Ohlhorst in this web site.

From the Inside Flap

The promises offered by Big Data–driven decision making have been recognized broadly. Once the domain of only the heaviest of hitters—including Amazon, eBay, and Disney—Big Data analytics is now accessible to businesses of all sizes, across all industries. In Big Data Analytics, you'll learn how to extract intelligence and value out of your large data sets to grow your business, your bottom line, and your competitive edge.

Focusing on the business and financial value of Big Data analytics, technical guru Frank Ohlhorst shares his insights on this newly emerging field to demonstrate the importance of analytics and define the processes. In Big Data Analytics, Ohlhorst highlights the tangible and intangible values and discusses how to turn a business liability—such as large scale data storage, backup, and archiving—into actionable material that can be used to redefine markets, improve profits, and identify new business opportunities.

Beginning with the evolution of the technology as well as some of the basic concepts behind deriving value, Big Data Analytics explores:

- The different types of data sources involved and why they are important to businesses seeking to find value in data sets
- Building a business case that spurs investment into technologies
- The skill sets needed to successfully leverage your data sets
- How to incorporate Big Data into a corporate culture
- Various public and private sources for data
- Storage, processing power, platforms, and the elements that make up a Big Data analytics system
- The tools and techniques that keep large data sources secure
- Potential pitfalls and how to avoid them
- How Big Data moves through the analysis process and is transformed into usable information that delivers value

To become bigger, you must think bigger. Discover the value in your data sets and maximize your bottom line with Big Data Analytics.

From the Back Cover

Think bigger and see bigger returns with Big Data Analytics

You're sitting on a gold mine. Buried deep within your backup, in your data archives, or in the data sets right under your nose, are the secrets to increasing your revenue, finding new business relationships, and making more intuitive decisions that will take your organization to the next level. In Big Data Analytics, you'll discover how to harness, analyze, and leverage your data to see big returns to your bottom line.

Author Frank Ohlhorst shares his decades of technical experience to show you how to implement Big Data analytics into any size business or industry. In Big Data Analytics, you'll discover how to mine the value of the data, expose trends that can be converted into competitive strategies, and explore data sources in more interesting and applicable ways to develop intelligence that solves problems and increases profits, productivity, and business opportunities.

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- Best and worst practices
- Bringing it all together

Any organization looking to stay ahead of the pack needs to get its arms around Big Data today. Learn how to make your data a key component of your growth strategy with Big Data Analytics.

About the Author

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Unique insights to implement big data analytics and reap big returns to your bottom line

Focusing on the business and financial value of big data analytics, respected technology journalist Frank J. Ohlhorst shares his insights on the newly emerging field of big data analytics in Big Data Analytics. This breakthrough book demonstrates the importance of analytics, defines the processes, highlights the tangible and intangible values and discusses how you can turn a business liability into actionable material that can be used to redefine markets, improve profits and identify new business opportunities.

- Reveals big data analytics as the next wave for businesses looking for competitive advantage
- Takes an in-depth look at the financial value of big data analytics
- Offers tools and best practices for working with big data

Once the domain of large on-line retailers such as eBay and Amazon, big data is now accessible by businesses of all sizes and across industries. From how to mine the data your company collects, to the data that is available on the outside, Big Data Analytics shows how you can leverage big data into a key component in your business's growth strategy.

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- Number of items: 1
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- Binding: Hardcover
- 176 pages

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Most helpful customer reviews

4 of 5 people found the following review helpful.
Mostly fluff - not much substance
By Jesse
This might be a nice read for someone interested in making a business case for a Big Data project to executive leadership, but I didn't find the technical detail I had hoped for from an analyst perspective. Ohlhorst writes in generalities and restates the same 5-10 points repeatedly with limited support. He repeatedly talks about the value that can be gained from analyzing unstructured data, but offers no techniques, processes or case studies. This book would have made a nice 8-10 page article, but a there just isn't enough content there to justify an entire book.

4 of 6 people found the following review helpful.
Big Data Disappointment; Not even good toilet reading
By Blob-A-Booey
I was hired by an agency to tackle big data issues, so I took this and other same-topic books out from the library in an attempt to learn best practices. I can't stress enough how much this book wasted my precious time. As other reviewers commented, this author surely talks a good game to managers who know nothing of the topic, but he doesn't deliver any clear or useful message for someone who is looking to learn and apply something in the real world. Junk!

2 of 3 people found the following review helpful.
For the CxO new to the topic
By Marco Shaw
This is not a technical book, nor is it a "howto". I do feel this is an approachable book for a CxO-level or upper-management person new to the "Big Data" craze/hype/fad. The book is vendor neutral except for the last 25 pages that have 2 MapR Tech. (a Big Data vendor) white papers.

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