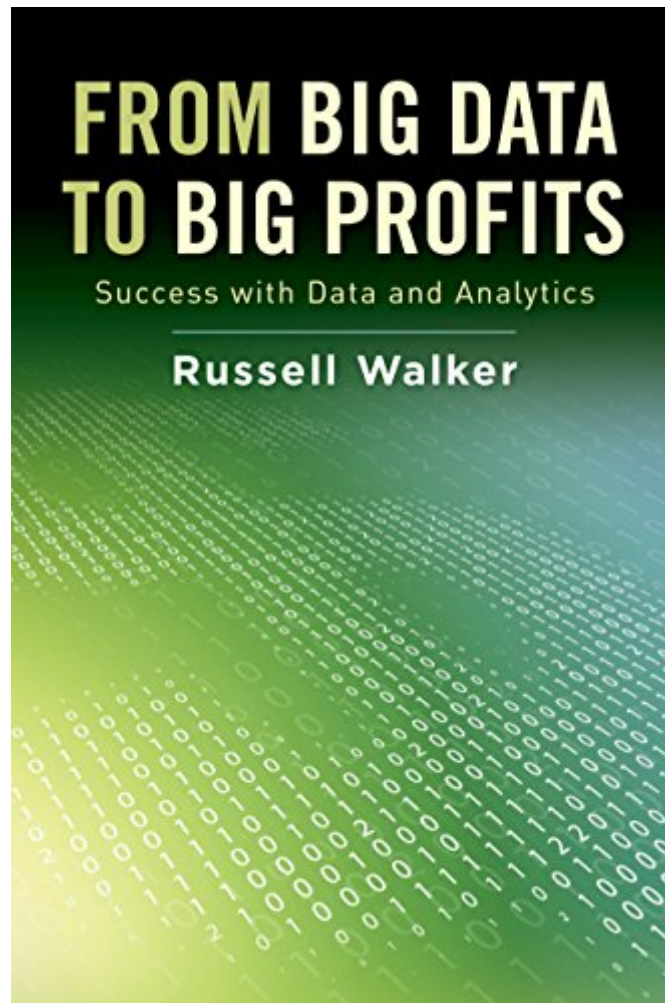


The book was found

From Big Data To Big Profits: Success With Data And Analytics



Synopsis

Technological advancements in computing have changed how data is leveraged by businesses to develop, grow, and innovate. In recent years, leading analytical companies have begun to realize the value in their vast holdings of customer data and have found ways to leverage this untapped potential. Now, more firms are following suit and looking to monetize Big Data for big profits. Such changes will have implications for both businesses and consumers in the coming years. In *From Big Data to Big Profits*, Russell Walker investigates the use of Big Data to stimulate innovations in operational effectiveness and business growth. Walker examines the nature of Big Data and how businesses can use it to create new monetization opportunities. Using case studies of Apple, Netflix, Google, LinkedIn, Zillow, and other leaders in the use of Big Data, Walker explores how digital platforms such as mobile apps and social networks are changing the nature of customer interactions and the way Big Data is created and used by companies. Such changes, as Walker points out, will require careful consideration of legal and unspoken business practices as they affect consumer privacy. Companies looking to develop a Big Data strategy will find great value in the SIGMA framework, which he has developed to assess companies for Big Data readiness and provide direction on the steps necessary to get the most from Big Data. Rigorous and meticulous, *From Big Data to Big Profits* is a valuable resource for students, researchers, and professionals with an interest in Big Data, digital platforms, and analytics.

Book Information

File Size: 8546 KB

Print Length: 320 pages

Publisher: Oxford University Press; 1 edition (July 1, 2015)

Publication Date: July 1, 2015

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B00ZAZOG1Y

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Not Enabled

Lending: Not Enabled

Enhanced Typesetting: Enabled

Best Sellers Rank: #174,767 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #30

inÂ Kindle Store > Kindle eBooks > Business & Money > Management & Leadership > Planning & Forecasting #53 inÂ Kindle Store > Kindle eBooks > Business & Money > Economics > Statistics #88 inÂ Kindle Store > Kindle eBooks > Computers & Technology > Software > Business

Customer Reviews

This book is one of the few to provide business leadership with the tools they need to understand how the presence of big data will impact existing business models. There are two areas that are of particular value to the audience, namely data fusion (Chapter 6) and business model disruption (Chapter 11). Data fusion is an underappreciated aspect to big data and is extremely hard to do right especially when the myriad of GIS data products are incorporated into customer and asset data. Data fusion is a key to monetizing data. Chapter 6 is a solid summary of what several companies accomplished by taking the time to do data fusion right from the beginning. There is always an egregious investment in time and resources to determine the data to fuse, how to prepare each data source to be fused and then designing and testing the fusion process. This is implicit in what Zillow and Mint did and the book provides well-defined lessons learned that can be incorporated into other similar efforts. Chapter 11 addresses the key theme of business model disruption. The presence of data that fits the definition of "big data" does not mean that a company can go out, sell data, and start printing money to support its business operations, both internal and external. More likely the presence of a business big data means that its current business model is going to undergo major perturbations and the author provides an example of this with location services. All aspects of the business model (customer facing, value proposition, core processes, partner process, cost structure and revenue models) will be impacted.

[Download to continue reading...](#)

Analytics: Data Science, Data Analysis and Predictive Analytics for Business (Algorithms, Business Intelligence, Statistical Analysis, Decision Analysis, Business Analytics, Data Mining, Big Data) Data Analytics: What Every Business Must Know About Big Data And Data Science (Data Analytics for Business, Predictive Analysis, Big Data) Data Analytics: Practical Data Analysis and Statistical Guide to Transform and Evolve Any Business. Leveraging the Power of Data Analytics, Data ... (Hacking Freedom and Data Driven) (Volume 2) From Big Data to Big Profits: Success with Data and Analytics Analytics: Data Science, Data Analysis and Predictive Analytics for Business Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results Even You Can Learn Statistics and Analytics: An Easy to Understand Guide to Statistics

and Analytics (3rd Edition) People Analytics: How Social Sensing Technology Will Transform Business and What It Tells Us about the Future of Work (FT Press Analytics) RapidMiner: Data Mining Use Cases and Business Analytics Applications (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series) Healthcare Data Analytics (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series) Data Analytics with Hadoop: An Introduction for Data Scientists Agile Data Science: Building Data Analytics Applications with Hadoop Thrift Store Profits: 10 Common Items That Sell For Huge Profit On Ebay and (Thrift Store Profits) Big Data Analytics with R and Hadoop Cognitive Computing and Big Data Analytics Fraud Analytics Using Descriptive, Predictive, and Social Network Techniques: A Guide to Data Science for Fraud Detection (Wiley and SAS Business Series) Data Mining for Business Analytics: Concepts, Techniques, and Applications with JMP Pro Key Business Analytics: The 60+ tools every manager needs to turn data into insights: - better understand customers, identify cost savings and growth opportunities Data Mining for Business Analytics: Concepts, Techniques, and Applications with XLMiner

[Dmca](#)