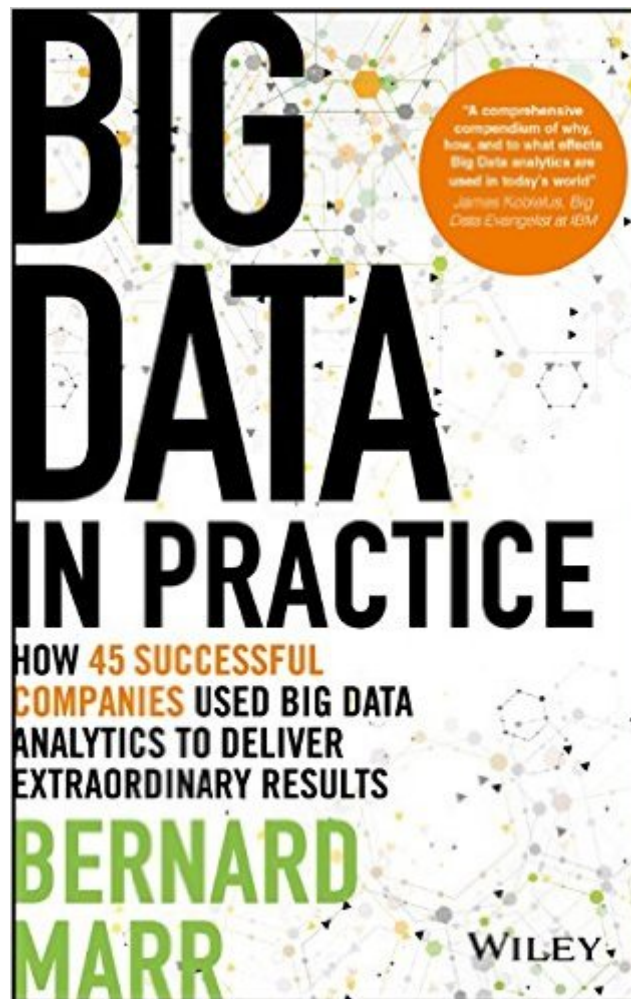# Big Data In Practice: How 45 Successful Companies Used Big Data Analytics To Deliver Extraordinary Results

Synopsis

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 , 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

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Customer Reviews

If you're looking for a very simple overview of how big data is being put to use then this is the right book. I was hoping for more details than were available in this particular volume. The stories are

high level summaries that take between 5-10 minutes each to read. This is great if all you're looking for is anecdotal information about big data so you can talk to others about the topic. If you're looking to truly learn about big data and the technology that helps us take advantage of it I think you'd need to find another book.Given the cost of the book I'm surprised at the content inside of it. It is definitely not worth 30 dollars. If you're fortunate enough to have a work subscription to something like Safari Books etc. check that out, it might be included free.

Concise and easy to understand.The book provides overview on big data and analytics that successfully used in both private and government sectors.The author easily explains how big data and analytics are used in various different ways.It is very helpful for anyone who is looking for solution to solve big data problems. This book is not about technology of big data. analytics or any type of predictive models it is about how organizations wisely use big data to deliver value for their businesses.

at this price point ($30+ for digital version) it is ridiculously expensive for just a bunch of usage stories.

This book provided great insights into how big data is applied across many industries. Its easy to read and each page confirms to a standardised template making it simple to use as a reference book.I would recommend this book to those new to big data as an initial starting point to its many applications. This book is otherwise to light on information to those that already have hands on experience and wants to dig deeper.

No real insights. The quality and exclusivity of the content is not reflected by the price.I was very disappointed. Especially since i work in this field and that i bought this book with great expectations.And last but not least : It s moving so fast that we already have newer cases.

Much of what I know about ÃÂ Âœbig dataÃÂ Â• and analytics I have learned from Tom Davenport and again I express my deep gratitude to him. In addition, I have read several dozen books by other authors on one or more aspects of one or both subjects and have learned much of value from them, also. I now share four convictions based on what I have learned thus far. First, the name of the game is not Big Data. Rather, it is having a sufficient quantity of the right data. Also, even then, enough of the right data is essentially worthless unless and until they guide and inform

(a) the right decisions and (b) effective execution of those decisions. Also, all right data are important but some are more valuable than others. Finally, the relevance, importance, vale, and sufficiency of data can change, sometimes significantly.For more than two decades, at least since Tim Berners-Lee devised the concept of a worldwide web, business leaders have been struggling to identify their companies' information needs and then fill them. These are critically important decisions. In recent years, this process has been facilitated, indeed expedited by various electronic technologies, so that better decisions can be made and then executed much faster than ever before.I agree with Bernard Marr: "The marriage of data and technology is radically changing our world and making it smarter. And business much become smarter too…Today the really successful companies understand where their customers are and, perhaps more importantly, what they are doing and where they are going. They know what is happening as it's happening and they allow that information to guide their strategy and inform their decision-making. Companies that don't embrace the SMART revolution will be left behind." Quite true.Marr introduces this acronym, SMART, for the business model he recommends:S = Start with strategyM = Measure metric s and dataA = Apply analyticsR = Report resultsT = Transform businessHe devotes a separate chapter to each component of the model. "When you approach data (big and small) and analytics from this narrower more focused and practical perspective you can get rid of the stress and confusion surrounding Big Data, reap the considerable rewards, and 'Transform your business.'"These are among the dozens of passages of greatest interest and value to me, also listed to suggest the scope of Marr's coverage:o Data collection (Pages 12-17, 57-58, and 85-88)o Focus to reap rewards (19-22)o Strategy (23-55)o The SMART Strategy Board (29-33)o The pear tree metaphor (33-35)o SMART questions (43-46 and 52-59)o Project Oxygen (Google): A mini-case study (48-54)o Measurement (57-103)o Datification (64-79)o Analytics (105-154)o Transparency (143-149)o Reporting (155-198)o Data visualization (156-178, 163-269, and 185-190)o Transformation (199-230)It is impossible to exaggerate the importance of asking not only smart questions but the right smart questions. Only then can the right answers, the correct answers, be determined. In this context, I am reminded of Peter Drucker's observation, "There is surely nothing quite so useless as doing with great efficiency what should not be done at all."Once again, I agree with Bernard Marr: "SMART business is a solution that encourages us all to step back from the hype and noise around data – especially Big Data – and take stock of where we are, where we are trying to get to and what data and tools we can employ to get there…One thing is for sure, Big Data and analytics are here to stay and it's only going to get more sophisticated. We need

to embrace it, operate it effectively, deliver value in exchange for the data and apply its significant benefits for the betterment of our world.Ã¢Â Â•Business leaders who are determined to help their organizations use smart big data analytics and metrics to make better decisions and improve performance will find in this volume almost all that they need to pursue that immensely important strategic objective.

I would have bought the kindle version had it been priced below $15.

Big Data in Practice: How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results 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) Analytics: Data Science, Data Analysis and Predictive Analytics for Business Machine Learning with R - Second Edition - Deliver Data Insights with R and Predictive Analytics Data Science and Big Data Analytics: Discovering, Analyzing, Visualizing and Presenting Data From Big Data to Big Profits: Success with Data and Analytics Kelley Blue Book Consumer Guide Used Car Edition: Consumer Edition July - September 2016 (Kelley Blue Book Used Car Guide Consumer Edition) 42 Rules for Building a High-Velocity Inside Sales Team: Actionable Guide to Creating Inside Sales Teams that Deliver Quantum Results Common Laboratory Tests Used by TCM Practitioners: When to Refer Patients for Lab Tests and How to Read and Interpret the 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) Data Analytics with Hadoop: An Introduction for Data Scientists Agile Data Science: Building Data Analytics Applications with Hadoop Healthcare Data Analytics (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series) RapidMiner: Data Mining Use Cases and Business Analytics Applications (Chapman & Hall/CRC Data Mining and Knowledge Discovery Series) Specification by Example: How Successful Teams Deliver the Right Software Sales & Operations Planning RESULTS: Find, Measure, and Manage Results Throughout Your Supply Chain Business Negotiation: 20 Steps To Negotiate With Results, Making Deals, Negotiation Strategies, Get What You Want, When You Want It, Achieve Brilliant Results, Negotiation Genius,

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