

Big Data En El Sector Financiero Espa Ol Ey

This book introduces the latest research findings in cloud, edge, fog, and mist computing and their applications in various fields using geospatial data. It solves a number of problems of cloud computing and big data, such as scheduling, security issues using different techniques, which researchers from industry and academia have been attempting to solve in virtual environments. Some of these problems are of an intractable nature and so efficient technologies like fog, edge and mist computing play an important role in addressing these issues. By exploring emerging advances in cloud computing and big data analytics and their engineering applications, the book enables researchers to understand the mechanisms needed to implement cloud, edge, fog, and mist computing in their own endeavours, and motivates them to examine their own research findings and developments.

Technological advancements in recent years have led to significant developments within a variety of business applications. In particular, data-driven research provides ample opportunity for enterprise growth, if utilized efficiently. Supply Chain Management in the Big Data Era is an authoritative reference source for the latest scholarly material on the implementation of big data analytics for improved operations and supply chain processes. Highlighting emerging strategies from different industry perspectives, this book is ideally designed for managers, professionals, practitioners, and students interested in the most recent research on supply chain innovations.

Recent technological advancements and other related factors and trends are contributing to the production of an astoundingly large and rapidly accelerating collection of data, or 'Big Data'. This data now allows us to examine urban and regional phenomena in ways that were previously not possible. Despite the tremendous potential of big data for regional science, its use and application in this context is fraught with issues and challenges. This book brings together leading contributors to present an interdisciplinary, agenda-setting and action-oriented platform for research and practice in the urban and regional community. This book provides a comprehensive, multidisciplinary and cutting-edge perspective on big data for regional science. Chapters contain a collection of research notes contributed by experts from all over the world with a wide array of disciplinary backgrounds. The content is organized along four themes: sources of big data; integration, processing and management of big data; analytics for big data; and, higher level policy and programmatic considerations. As well as concisely and comprehensively synthesising work done to date, the book also considers future challenges and prospects for the use of big data in regional science. Big Data for Regional Science provides a seminal contribution to the field of regional science and will appeal to a broad audience, including those at all levels of academia, industry, and government.

This book presents conjectural advances in big data analysis, machine learning and computational intelligence, as well as their potential applications in scientific computing. It discusses major issues pertaining to big data analysis using computational intelligence techniques, and the conjectural elements are supported by simulation and modelling applications to help address real-world problems. An extensive bibliography is provided at the end of each chapter. Further, the main content is supplemented by a wealth of figures, graphs, and tables, offering a valuable guide for researchers in the field of big data analytics and computational intelligence.

This edited book focuses on the latest developments in classification, statistical learning, data analysis and related areas of data science, including statistical analysis of large datasets, big data analytics, time series clustering, integration of data from different sources, as well as social networks. It covers both methodological aspects as well as applications to a wide range of areas such as economics, marketing, education, social sciences, medicine, environmental sciences and the pharmaceutical industry. In addition, it describes the basic features of the

software behind the data analysis results, and provides links to the corresponding codes and data sets where necessary. This book is intended for researchers and practitioners who are interested in the latest developments and applications in the field. The peer-reviewed contributions were presented at the 10th Scientific Meeting of the Classification and Data Analysis Group (CLADAG) of the Italian Statistical Society, held in Santa Margherita di Pula (Cagliari), Italy, October 8–10, 2015.

The contemporary world lives on the data produced at an unprecedented speed through social networks and the internet of things (IoT). Data has been called the new global currency, and its rise is transforming entire industries, providing a wealth of opportunities. Applied data science research is necessary to derive useful information from big data for the effective and efficient utilization to solve real-world problems. A broad analytical set allied with strong business logic is fundamental in today's corporations. Organizations work to obtain competitive advantage by analyzing the data produced within and outside their organizational limits to support their decision-making processes. This book aims to provide an overview of the concepts, tools, and techniques behind the fields of data science and artificial intelligence (AI) applied to business and industries. The Handbook of Research on Applied Data Science and Artificial Intelligence in Business and Industry discusses all stages of data science to AI and their application to real problems across industries—from science and engineering to academia and commerce. This book brings together practice and science to build successful data solutions, showing how to uncover hidden patterns and leverage them to improve all aspects of business performance by making sense of data from both web and offline environments. Covering topics including applied AI, consumer behavior analytics, and machine learning, this text is essential for data scientists, IT specialists, managers, executives, software and computer engineers, researchers, practitioners, academicians, and students.

The Latin American Economic Outlook (LEO) 2020 focuses on the role of digital transformation in helping to navigate through challenging times. The Covid-19 pandemic is having a profound impact on socio-economic conditions, accentuating the already complex scenario faced by a region with significant structural weaknesses. This unprecedented crisis comes at a time of high aspirations and reinforces the need to transform the very foundations of the development model in the region.

This book presents the current trends, technologies, and challenges in Big Data in the diversified field of engineering and sciences. It covers the applications of Big Data ranging from conventional fields of mechanical engineering, civil engineering to electronics, electrical, and computer science to areas in pharmaceutical and biological sciences. This book consists of contributions from various authors from all sectors of academia and industries, demonstrating the imperative application of Big Data for the decision-making process in sectors where the volume, variety, and velocity of information keep increasing. The book is a useful reference for graduate students, researchers and scientists interested in exploring the potential of Big Data in the application of engineering areas.

La captura de datos a través de aplicaciones y teléfonos móviles produce cantidades ingentes de información sobre nuestro día a día online. Es por ello comprensible que dichos datos tengan cada vez más valor, ya que se utilizan para mejorar las relaciones con los ciudadanos o clientes, personalizar servicios y productos y automatizar todo tipo de procesos. Descubrir que estamos cediendo nuestra información personal despierta a menudo el pánico general, pero hasta las actividades más rutinarias —como consultar el tiempo o pasar el robot aspirador— suponen la apertura de una ventana a nuestra privacidad; la misma que también hace posible que una aplicación traduzca un texto sin mucho

esfuerzo o que nuestro móvil nos resuelva una duda preguntándole a viva voz. En este libro se explican, de manera accesible, los conceptos básicos del big data y la ciencia de datos, algunos de sus beneficios y riesgos, y se promueve un uso responsable de la tecnología.

Currently many different application areas for Big Data (BD) and Machine Learning (ML) are being explored. These promising application areas for BD/ML are the social sites, search engines, multimedia sharing sites, various stock exchange sites, online gaming, online survey sites and various news sites, and so on. To date, various use-cases for this application area are being researched and developed. Software applications are already being published and used in various settings from education and training to discover useful hidden patterns and other information like customer choices and market trends that can help organizations make more informed and customer-oriented business decisions. Combining BD with ML will provide powerful, largely unexplored application areas that will revolutionize practice in Videos Surveillance, Social Media Services, Email Spam and Malware Filtering, Online Fraud Detection, and so on. It is very important to continuously monitor and understand these effects from safety and societal point of view. Hence, the main purpose of this book is for researchers, software developers and practitioners, academicians and students to showcase novel use-cases and applications, present empirical research results from user-centered qualitative and quantitative experiments of these new applications, and facilitate a discussion forum to explore the latest trends in big data and machine learning by providing algorithms which can be trained to perform interdisciplinary techniques such as statistics, linear algebra, and optimization and also create automated systems that can sift through large volumes of data at high speed to make predictions or decisions without human intervention

This book brings together multi-disciplinary research and practical evidence about the role and exploitation of big data in driving and supporting innovation in tourism. It also provides a consolidated framework and roadmap summarising the major issues that both researchers and practitioners have to address for effective big data innovation. The book proposes a process-based model to identify and implement big data innovation strategies in tourism. This process framework consists of four major parts: 1) inputs required for big data innovation; 2) processes required to implement big data innovation; 3) outcomes of big data innovation; and 4) contextual factors influencing big data exploitation and advances in big data exploitation for business innovation.

The availability of big data, low-cost commodity hardware, and new information management and analytic software have produced a unique moment in the history of data analysis. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue, and profitability especially in digital marketing. Data plays a huge role in

understanding valuable insights about target demographics and customer preferences. From every interaction with technology, regardless of whether it is active or passive, we are creating new data that can describe us. If analyzed correctly, these data points can explain a lot about our behavior, personalities, and life events. Companies can leverage these insights for product improvements, business strategy, and marketing campaigns to cater to the target customers. *Big Data Analytics for Improved Accuracy, Efficiency, and Decision Making in Digital Marketing* aids understanding of big data in terms of digital marketing for meaningful analysis of information that can improve marketing efforts and strategies using the latest digital techniques. The chapters cover a wide array of essential marketing topics and techniques, including search engine marketing, consumer behavior, social media marketing, online advertising, and how they interact with big data. This book is essential for professionals and researchers working in the field of analytics, data, and digital marketing, along with marketers, advertisers, brand managers, social media specialists, managers, sales professionals, practitioners, researchers, academicians, and students looking for the latest information on how big data is being used in digital marketing strategies.

This book provides an overview of current issues and challenges in the fashion industry and an update on data-driven artificial intelligence (AI) techniques and their potential implementation in response to those challenges. Each chapter starts off with an example of a data-driven AI technique on a particular sector of the fashion industry (design, manufacturing, supply or retailing), before moving on to illustrate its implementation in a real-world application

Analytical tools and algorithms are essential in business data and information systems. Efficient economic and financial forecasting in machine learning techniques increases gains while reducing risks. Providing research on predictive models with high accuracy, stability, and ease of interpretation is important in improving data preparation, analysis, and implementation processes in business organizations. *Machine Learning Techniques for Improved Business Analytics* is a collection of innovative research on the methods and applications of artificial intelligence in strategic business decisions and management. Featuring coverage on a broad range of topics such as data mining, portfolio optimization, and social network analysis, this book is ideally designed for business managers and practitioners, upper-level business students, and researchers seeking current research on large-scale information control and evaluation technologies that exceed the functionality of conventional data processing techniques.

The era of rapidly progressing technology we live in generates vast amounts of data; however, the challenge exists in understanding how to aggressively monitor and make sense of this data. Without a better understanding of how to collect and manage such large data sets, it becomes increasingly difficult to successfully utilize them. *Managing Big Data Integration in the Public Sector* is a pivotal reference source for the latest scholarly research on the application of big data

analytics in government contexts and identifies various strategies in which big data platforms can generate improvements within that sector. Highlighting issues surrounding data management, current models, and real-world applications, this book is ideally designed for professionals, government agencies, researchers, and non-profit organizations interested in the benefits of big data analytics applied in the public sphere.

This report improves the evidence base on the role of Data Driven Innovation for promoting growth and well-being, and provide policy guidance on how to maximise the benefits of DDI and mitigate the associated economic and societal risks.

The aim of this book is to provide insight into Data Science and Artificial Learning Techniques based on Industry 4.0, conveys how Machine Learning & Data Science are becoming an essential part of industrial and academic research. Varying from healthcare to social networking and everywhere hybrid models for Data Science, AI, and Machine Learning are being used. The book describes different theoretical and practical aspects and highlights how new systems are being developed. Along with focusing on the research trends, challenges and future of AI in Data Science, the book explores the potential for integration of advanced AI algorithms, addresses the challenges of Data Science for Industry 4.0, covers different security issues, includes qualitative and quantitative research, and offers case studies with working models. This book also provides an overview of AI and Data Science algorithms for readers who do not have a strong mathematical background. Undergraduates, postgraduates, academicians, researchers, and industry professionals will benefit from this book and use it as a guide.

Big data has presented a number of opportunities across industries. With these opportunities come a number of challenges associated with handling, analyzing, and storing large data sets. One solution to this challenge is cloud computing, which supports a massive storage and computation facility in order to accommodate big data processing. Managing and Processing Big Data in Cloud Computing explores the challenges of supporting big data processing and cloud-based platforms as a proposed solution. Emphasizing a number of crucial topics such as data analytics, wireless networks, mobile clouds, and machine learning, this publication meets the research needs of data analysts, IT professionals, researchers, graduate students, and educators in the areas of data science, computer programming, and IT development.

This book constitutes the refereed proceedings of the 4th International Conference on Recent Developments in Science, Engineering and Technology, REDSET 2017, held in Gurgaon, India, in October 2017. The 66 revised full papers presented were carefully reviewed and selected from 329 submissions. The papers are organized in topical sections on big data analysis, data centric programming, next generation computing, social and web analytics, security in data science analytics.

Big Data Mining for Climate Change addresses how to manage the vast amount of information available for analysis. Climate change and its environmental, economic and social consequences are widely recognized as the biggest, most interconnected problem facing humanity. There is a huge amount of potential information currently available...and it is growing exponentially. This book walks through the latest research and how to navigate the resources available using big data applications. It is appropriate for scientists and advanced students studying climate change from a number of disciplines, including the atmospheric sciences, oceanic sciences, geography, environment sciences, ecology, energy, economics, engineering and public policy. Provides a step-by-step guide for applying big data mining tools to climate and environmental research Presents a comprehensive review of theory and algorithms of big data mining for climate change Includes current research in climate and environmental science as it relates to using big data algorithms

In this book readers will find technological discussions on the existing and emerging technologies across the different stages of the big data value chain. They will learn about legal aspects of big data, the social impact, and about education needs and requirements. And they will discover the business perspective and how big data technology can be exploited to deliver value within different sectors of the economy. The book is structured in four parts: Part I “The Big Data Opportunity” explores the value potential of big data with a particular focus on the European context. It also describes the legal, business and social dimensions that need to be addressed, and briefly introduces the European Commission’s BIG project. Part II “The Big Data Value Chain” details the complete big data lifecycle from a technical point of view, ranging from data acquisition, analysis, curation and storage, to data usage and exploitation. Next, Part III “Usage and Exploitation of Big Data” illustrates the value creation possibilities of big data applications in various sectors, including industry, healthcare, finance, energy, media and public services. Finally, Part IV “A Roadmap for Big Data Research” identifies and prioritizes the cross-sectorial requirements for big data research, and outlines the most urgent and challenging technological, economic, political and societal issues for big data in Europe. This compendium summarizes more than two years of work performed by a leading group of major European research centers and industries in the context of the BIG project. It brings together research findings, forecasts and estimates related to this challenging technological context that is becoming the major axis of the new digitally transformed business environment.

Big Data is rapidly transforming a number of business functions across many industries. The biggest transformation is in how we market to our customers. This book shows marketers today how to seek small samples from their customers to observe their behavior, predict changes, and act using a series of unconnected business actions. Big Data has changed the game completely—we can connect with customers, record every click on the web, watch every step in the store, and

listen to all public conversations. Unlike today's environment, where marketers broadcast across a set of customer segments, we can now personalize our communications to each customer based on their current predisposition to the products being sold. The book makes three major propositions: 1. Big Data brings all the data to the table leading to a lot more detailed analysis and discovery. We can get a lot more understanding about consumer behavior. 2. Automation and Social Media drives a lot more influence on the decisions. We can converse with the customers as they make decisions and influence their decision-making using a series of sophisticated marketing tools. 3. The market leaders will integrate their resources and investment to optimize across a number of instruments in ways we have never seen before. These changes have tremendous impact on our marketing processes and capabilities. In the first half of the book, using a series of examples from big data pioneers, such as PF Chang's, Best Buy, Google, and IBM, Sathi describes how each marketing function is undergoing fundamental changes: how personalized advertising is delivered using online channels where the marketers identify the specific customer and tailor their messaging based on customer behavior, context, and intention; how customer behaviors are collected from a variety of sources across many industries and examined to identify micro segments; and how online and physical stores collaborate to provide a unified shopping experience and deliver product information. The second half of the book examines the tools and techniques for marketing science in support of these capabilities including statistical techniques, qualitative reasoning, and real-time pattern detection, to name a few. Based on these changes, the book prescribes the changes needed to update our skill and tools for Marketing Analytics.

Game data science, defined as the practice of deriving insights from game data, has created a revolution in the multibillion-dollar games industry - informing and enhancing production, design, and development processes. Almost all game companies and academics have now adopted some type of game data science, every tool utilized by game developers allows collecting data from games, yet there has been no definitive resource for academics and professionals in this rapidly developing sector until now. Games Data Science delivers an excellent introduction to this new domain and provides the definitive guide to methods and practices of computer science, analytics, and data science as applied to video games. It is the ideal resource for academic students and professional learners seeking to understand how data science is used within the game development and production cycle, as well as within the interdisciplinary field of games research. Organized into chapters that integrate laboratory and game data examples, this book provides a unique resource to train and educate both industry professionals and academics about the use of game data science, with practical exercises and examples on how such processes are implemented and used in academia and industry, interweaving theoretical learning with practical application throughout.

Get the expert perspective and practical advice on big data *The Big Data-Driven Business: How to Use Big Data to Win Customers, Beat Competitors, and Boost Profits* makes the case that big data is for real, and more than just big hype. The book uses real-life examples—from Nate Silver to Copernicus, and Apple to Blackberry—to demonstrate how the winners of the future will use big data to seek the truth. Written by a marketing journalist and the CEO of a multi-million-dollar B2B marketing platform that reaches more than 90% of the U.S. business population, this book is a comprehensive and accessible guide on how to win customers, beat competitors, and boost the bottom line with big data. The marketplace has entered an era where the customer holds all the cards. With unprecedented choice in both the consumer world and the B2B world, it's imperative that businesses gain a greater understanding of their customers and prospects. Big data is the key to this insight, because it provides a comprehensive view of a company's customers—who they are, and who they may be tomorrow. *The Big Data-Driven Business* is a complete guide to the future of business as seen through the lens of big data, with expert advice on real-world applications. Learn what big data is, and how it will transform the enterprise. Explore why major corporations are betting their companies on marketing technology. Read case studies of big data winners and losers. Discover how to change privacy and security, and remodel marketing. Better information allows for better decisions, better targeting, and better reach. Big data has become an indispensable tool for the most effective marketers in the business, and it's becoming less of a competitive advantage and more like an industry standard. Remaining relevant as the marketplace evolves requires a full understanding and application of big data, and *The Big Data-Driven Business* provides the practical guidance businesses need.

Big data and artificial intelligence (AI) are at the forefront of technological advances that represent a potential transformational mega-trend—a new multipolar and innovative disruption. These technologies, and their associated management paradigm, are already rapidly impacting many industries and occupations, but in some sectors, the change is just beginning. Innovating ahead of emerging technologies is the new imperative for any organization that aspires to succeed in the next decade. Faced with the power of this AI movement, it is imperative to understand the dynamics and new codes required by the disruption and to adapt accordingly. *AI and Big Data's Potential for Disruptive Innovation* provides emerging research exploring the theoretical and practical aspects of successfully implementing new and innovative technologies in a variety of sectors including business, transportation, and healthcare. Featuring coverage on a broad range of topics such as semantic mapping, ethics in AI, and big data governance, this book is ideally designed for IT specialists, industry professionals, managers, executives, researchers, scientists, and engineers seeking current research on the production of new and innovative mechanization and its disruptions.

This edited open access book presents the comprehensive outcome of The European DataBio Project, which examined new data-driven methods to shape a bioeconomy. These methods are used to develop new and sustainable ways to use forest, farm and fishery resources. As a European initiative, the goal is to use these new findings to support decision-makers and producers -- meaning farmers, land and forest owners and fishermen. With their 27 pilot projects from 17 countries, the authors examine important sectors and highlight examples where modern data-driven methods were used to increase sustainability. How can farmers, foresters or fishermen use these insights in their daily lives? The authors answer this and other questions for our readers. The first four parts of this book give an overview of the big data technologies relevant for optimal raw material gathering. The next three parts put these technologies into perspective, by showing useable applications from farming, forestry and fishery. The final part of this book gives a summary and a view on the future. With its broad outlook and variety of topics, this book is an enrichment for students and scientists in bioeconomy, biodiversity and renewable resources.

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 Amazon, 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

Unique prospective on the big data analytics phenomenon for both business and IT professionals The availability of Big Data, low-cost commodity hardware and new information management and analytics software has produced a unique moment in the history of business. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. These capabilities are neither theoretical nor trivial. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue

and profitability. The Age of Big Data is here, and these are truly revolutionary times. This timely book looks at cutting-edge companies supporting an exciting new generation of business analytics. Learn more about the trends in big data and how they are impacting the business world (Risk, Marketing, Healthcare, Financial Services, etc.) Explains this new technology and how companies can use them effectively to gather the data that they need and glean critical insights Explores relevant topics such as data privacy, data visualization, unstructured data, crowd sourcing data scientists, cloud computing for big data, and much more.

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. 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.

Big Data Analytics for Intelligent Healthcare Management covers both the theory and application of hardware platforms and architectures, the development of software methods, techniques and tools, applications and governance, and adoption strategies for the use of big data in healthcare and clinical research. The book provides the latest research findings on the use of big data analytics with statistical and machine learning techniques that analyze huge amounts of real-time healthcare data. Examines the methodology and requirements for development of big data architecture, big data modeling, big data as a service, big data analytics, and more Discusses big data applications for intelligent healthcare management, such as revenue management and pricing, predictive analytics/forecasting, big data integration for medical data, algorithms and techniques, etc. Covers the development of big data tools, such as data, web and text mining, data mining, optimization, machine learning, cloud in big data with Hadoop, big data in IoT, and more

"Cowritten by members of Oracle's big data team, [this book] provides complete coverage of Oracle's comprehensive, integrated set of products for acquiring, organizing, analyzing, and leveraging unstructured data. The book discusses the strategies and technologies essential for a successful big data implementation, including Apache Hadoop, Oracle Big Data Appliance, Oracle Big Data Connectors, Oracle NoSQL Database, Oracle Endeca, Oracle Advanced Analytics, and Oracle's open source R offerings"--Page 4 of cover.

"Uno de los temas que están dando mucho que hablar y sobre lo que hay poco escrito El Big Data, el nuevo vocablo de moda y el término que aparece en todas las quinielas referidas a las últimas tendencias tecnológicas, se basa, en realidad, en una práctica habitual en el ámbito empresarial. De hecho, casi todas las grandes empresas ya hace tiempo que toman sus decisiones en base al análisis de datos. Sin embargo, hoy, el hecho digital está revolucionando y redimensionando este concepto. Big Data no sólo hace referencia a la gestión de datos internos (CRM, facturación, ventas...) sino también a la información procedente de nuevos flujos de datos como los emitidos desde nuestros móviles, aquellos registrados a partir de la conexión de los objetos a Internet o los generados en las redes sociales. ¿Qué pasaría si el sector hotelero supiera el tiempo medio de estancia y los lugares más visitados por los turistas en función de su nacionalidad? Estos datos existen, las compañías de telefonía cuentan con ellos gracias a la información obtenida vía la activación del roaming, y ofrecen muchas y nuevas posibilidades de negocio."--

Webber, Henry Y. Zheng, Ying Zhou

As technology evolves and electronic data becomes more complex, digital medical record management and analysis becomes a challenge. In order to discover patterns and make relevant predictions based on large data sets, researchers and medical professionals must find

new methods to analyze and extract relevant health information. Big Data Analytics in Bioinformatics and Healthcare merges the fields of biology, technology, and medicine in order to present a comprehensive study on the emerging information processing applications necessary in the field of electronic medical record management. Complete with interdisciplinary research resources, this publication is an essential reference source for researchers, practitioners, and students interested in the fields of biological computation, database management, and health information technology, with a special focus on the methodologies and tools to manage massive and complex electronic information.

Data Science and Big Data Analytics is about harnessing the power of data for new insights. The book covers the breadth of activities and methods and tools that Data Scientists use. The content focuses on concepts, principles and practical applications that are applicable to any industry and technology environment, and the learning is supported and explained with examples that you can replicate using open-source software. This book will help you: Become a contributor on a data science team Deploy a structured lifecycle approach to data analytics problems Apply appropriate analytic techniques and tools to analyzing big data Learn how to tell a compelling story with data to drive business action Prepare for EMC Proven Professional Data Science Certification Corresponding data sets are available at

www.wiley.com/go/9781118876138. Get started discovering, analyzing, visualizing, and presenting data in a meaningful way today!

Go ahead, be skeptical about big data. The author was—at first. When the term “big data” first came on the scene, bestselling author Tom Davenport (*Competing on Analytics, Analytics at Work*) thought it was just another example of technology hype. But his research in the years that followed changed his mind. Now, in clear, conversational language, Davenport explains what big data means—and why everyone in business needs to know about it. *Big Data at Work* covers all the bases: what big data means from a technical, consumer, and management perspective; what its opportunities and costs are; where it can have real business impact; and which aspects of this hot topic have been oversold. This book will help you understand:

- Why big data is important to you and your organization
- What technology you need to manage it
- How big data could change your job, your company, and your industry
- How to hire, rent, or develop the kinds of people who make big data work
- The key success factors in implementing any big data project
- How big data is leading to a new approach to managing analytics

With dozens of company examples, including UPS, GE, Amazon, United Healthcare, Citigroup, and many others, this book will help you seize all opportunities—from improving decisions, products, and services to strengthening customer relationships. It will show you how to put big data to work in your own organization so that you too can harness the power of this ever-evolving new resource.

This book comprehensively conveys the theoretical and practical aspects of IoT and big data analytics with the solid contributions from practitioners as well as academicians. This book examines and expounds the unique capabilities of the big data analytics platforms in capturing, cleansing and crunching IoT device/sensor data in order to extricate actionable insights. A number of experimental case studies and real-world scenarios are incorporated in this book in order to instigate our book readers. This book Analyzes current research and development in the domains of IoT and big data analytics Gives an overview of latest trends and transitions happening in the IoT data analytics space Illustrates the various platforms, processes, patterns, and practices for simplifying and streamlining IoT data analytics *The Internet of Things and Big Data Analytics: Integrated Platforms and Industry Use Cases* examines and accentuates how the multiple challenges at the cusp of IoT and big data can be fully met. The device ecosystem is growing steadily. It is forecast that there will be billions of connected devices in the years to come. When these IoT devices, resource-constrained as well as resource-intensive, interact with one another locally and remotely, the amount of multi-

structured data generated, collected, and stored is bound to grow exponentially. Another prominent trend is the integration of IoT devices with cloud-based applications, services, infrastructures, middleware solutions, and databases. This book examines the pioneering technologies and tools emerging and evolving in order to collect, pre-process, store, process and analyze data heaps in order to disentangle actionable insights.

Big Data Analytics and Intelligence is essential reading for researchers and experts working in the fields of health care, data science, analytics, the internet of things, and information retrieval.

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