



## Big Data and Business Analytics

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"The chapters in this volume offer useful case studies, technical roadmaps, lessons learned, and a few prescriptions to 'do this, avoid that.'"

—From the Foreword by Joe LaCugna, Ph.D., Enterprise Analytics and Business Intelligence, Starbucks Coffee Company

With the growing barrage of "big data," it becomes vitally important for organizations to make sense of this data and information in a timely and effective way. That's where analytics come into play. Research shows that organizations that use business analytics to guide their decision making are more productive and experience higher returns on equity. **Big Data and Business Analytics** helps you quickly grasp the trends and techniques of big data and business analytics to make your organization more competitive.

Packed with case studies, this book assembles insights from some of the leading experts and organizations worldwide. Spanning industry, government, not-for-profit organizations, and academia, they share valuable perspectives on big data domains such as cybersecurity, marketing, emergency management, healthcare, finance, and transportation.

- Understand the trends, potential, and challenges associated with big data and business analytics
- Get an overview of machine learning, advanced statistical techniques, and other predictive analytics that can help you solve big data issues
- Learn from VPs of Big Data/Insights & Analytics via case studies of Fortune 100 companies, government agencies, universities, and not-for-profits

Big data problems are complex. This book shows you how to go from being data-rich to insight-rich, improving your decision making and creating competitive advantage.

Author Jay Liebowitz recently had an article published in *The World Financial Review*.

[www.worldfinancialreview.com/?p=1904](http://www.worldfinancialreview.com/?p=1904)

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