

# Data And Power Big Data And Corporate Control In Modern America

Understanding Big Data: Analytics for Enterprise Class Hadoop and Streaming Data  
Big Data MBANew Horizons for a Data-Driven EconomyBig Data Application in Power Systems  
Exam Prep for: Big Data Analytics in Future Power SystemsBig Data, Little Data, No Data  
Big Data, Data Mining, and Machine LearningBeginning Big Data with Power BI and Excel 2013  
Transforming Healthcare with Big Data and AIBig Data Analytics in Future Power Systems  
Data AnalyticsHarness the Power of Big Data The IBM Big Data PlatformThe Enterprise Big Data Lake  
Big Data Application in Power SystemsIBM Power System S822LC for Big Data: Technical Overview and Introduction  
Big Data RevolutionEverybody LiesBig DataBig Data Analytics Strategies for the Smart Grid  
Big DataData Science and Big Data AnalyticsBig DataAdvanced Data Analytics for Power Systems  
Big Data in Radiation OncologyReinventing Capitalism in the Age of Big DataBig Data, Crime and Social Control  
Capitalizing on the Power of Big DataExam Prep for: Harness the Power of Big Data The IBM Big Data  
The Big Data-Driven BusinessAI and Big Data on IBM Power Systems ServersBig Data in Practice  
Practical Big Data AnalyticsMicrosoft Big Data SolutionsBig DataBeginning Big Data with Power BI and Excel 2013  
Application of Big Data for National SecurityThe Data GazeBig Data—A New Medium?

## **Understanding Big Data: Analytics for Enterprise Class Hadoop and Streaming Data**

Integrate big data into business to drive competitive advantage and sustainable success Big Data MBA brings insight and expertise to leveraging big data in business so you can harness the power of analytics and gain a true business advantage. Based on a practical framework with supporting methodology and hands-on exercises, this book helps identify where and how big data can help you transform your business. You'll learn how to exploit new sources of customer, product, and operational data, coupled with advanced analytics and data science, to optimize key processes, uncover monetization opportunities, and create new sources of competitive differentiation. The discussion includes guidelines for operationalizing analytics, optimal organizational structure, and using analytic insights throughout your organization's user experience to customers and front-end employees alike. You'll learn to "think like a data scientist" as you build upon the decisions your business is trying to make, the hypotheses you need to test, and the predictions you need to produce. Business stakeholders no longer need to relinquish control of data and analytics to IT. In fact, they must champion the organization's data collection and analysis efforts. This book is a primer on the business approach to analytics, providing the practical understanding you need to convert data into opportunity. Understand where and how to leverage big data

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Integrate analytics into everyday operations Structure your organization to drive analytic insights Optimize processes, uncover opportunities, and stand out from the rest Help business stakeholders to “think like a data scientist” Understand appropriate business application of different analytic techniques If you want data to transform your business, you need to know how to put it to use. Big Data MBA shows you how to implement big data and analytics to make better decisions.

### **Big Data MBA**

The data lake is a daring new approach for harnessing the power of big data technology and providing convenient self-service capabilities. But is it right for your company? This book is based on discussions with practitioners and executives from more than a hundred organizations, ranging from data-driven companies such as Google, LinkedIn, and Facebook, to governments and traditional corporate enterprises. You’ll learn what a data lake is, why enterprises need one, and how to build one successfully with the best practices in this book. Alex Gorelik, CTO and founder of Waterline Data, explains why old systems and processes can no longer support data needs in the enterprise. Then, in a collection of essays about data lake implementation, you’ll examine data lake initiatives, analytic projects, experiences, and best practices from data experts working in various industries. Get a succinct introduction to data warehousing, big data, and data science Learn various paths enterprises take to build a data lake Explore how to build a self-

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service model and best practices for providing analysts access to the data Use different methods for architecting your data lake Discover ways to implement a data lake from experts in different industries

### **New Horizons for a Data-Driven Economy**

Convert the promise of big data into real world results There is so much buzz around big data. We all need to know what it is and how it works - that much is obvious. But is a basic understanding of the theory enough to hold your own in strategy meetings? Probably. But what will set you apart from the rest is actually knowing how to USE big data to get solid, real-world business results - and putting that in place to improve performance. Big Data will give you a clear understanding, blueprint, and step-by-step approach to building your own big data strategy. This is a well-needed practical introduction to actually putting the topic into practice. Illustrated with numerous real-world examples from a cross section of companies and organisations, Big Data will take you through the five steps of the SMART model: Start with Strategy, Measure Metrics and Data, Apply Analytics, Report Results, Transform. Discusses how companies need to clearly define what it is they need to know Outlines how companies can collect relevant data and measure the metrics that will help them answer their most important business questions Addresses how the results of big data analytics can be visualised and communicated to ensure key decisions-makers understand them Includes many

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high-profile case studies from the author's work with some of the world's best known brands

### **Big Data Application in Power Systems**

The race is on for big data adoption, with many organizations leading the way while others struggle to understand what it means and determine whether it is right for their organization or function. Break through the big data hype to understand the business implications of this evolving discipline.

### **Exam Prep for: Big Data Analytics in Future Power Systems**

A revelatory exploration of the hottest trend in technology and the dramatic impact it will have on the economy, science, and society at large. Which paint color is most likely to tell you that a used car is in good shape? How can officials identify the most dangerous New York City manholes before they explode? And how did Google searches predict the spread of the H1N1 flu outbreak? The key to answering these questions, and many more, is big data. “Big data” refers to our burgeoning ability to crunch vast collections of information, analyze it instantly, and draw sometimes profoundly surprising conclusions from it. This emerging science can translate myriad phenomena—from the price of airline tickets to the

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text of millions of books—into searchable form, and uses our increasing computing power to unearth epiphanies that we never could have seen before. A revolution on par with the Internet or perhaps even the printing press, big data will change the way we think about business, health, politics, education, and innovation in the years to come. It also poses fresh threats, from the inevitable end of privacy as we know it to the prospect of being penalized for things we haven't even done yet, based on big data's ability to predict our future behavior. In this brilliantly clear, often surprising work, two leading experts explain what big data is, how it will change our lives, and what we can do to protect ourselves from its hazards. Big Data is the first big book about the next big thing. [www.big-data-book.com](http://www.big-data-book.com)

### **Big Data, Little Data, No Data**

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### **Big Data, Data Mining, and Machine Learning**

The Ultimate Guide to Data Science and Analytics This practical guide is accessible for the reader who is relatively new to the field of data analytics, while still remaining robust and detailed enough to function as a helpful guide to those already experienced in the field. Data science is expanding in breadth and growing rapidly in importance as technology rapidly integrates ever deeper into business and our daily lives. The need for a succinct and informal guide to this important field has never been greater. RIGHT NOW you can get ahead of the pack! This coherent guide covers everything you need to know on the subject of data science, with numerous concrete examples, and invites the reader to dive further into this exciting field. Students from a variety of academic backgrounds, including

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computer science, business, engineering, statistics, anyone interested in discovering new ideas and insights derived from data can use this as a textbook. At the same time, professionals such as managers, executives, professors, analysts, doctors, developers, computer scientists, accountants, and others can use this book to make a quantum leap in their knowledge of big data in a matter of only a few hours. Learn how to understand this field and uncover actionable insights from data through analytics. UNDERSTAND the following key insights when you grab your copy today: WHY DATA IS IMPORTANT TO YOUR BUSINESS DATA SOURCES HOW DATA CAN IMPROVE YOUR BUSINESS HOW BIG DATA CREATES VALUE DEVELOPMENT OF BIG DATA CONSIDERING THE PROS AND CONS OF BIG DATA BIG DATA FOR SMALL BUSINESSES THE COST EFFECTIVENESS OF DATA ANALYTICS WHAT TO CONSIDER WHEN PREPARING FOR A NEW BIG DATA SOLUTION DATA GATHERING DATA SCRUBBING DESCRIPTIVE ANALYTICS INFERENCE STATISTICS PREDICTIVE ANALYTICS PREDICTIVE MODELS DESCRIPTIVE MODELING DECISION MODELING PREDICTIVE ANALYSIS METHODS MACHINE LEARNING TECHNIQUES DATA ANALYSIS WITH "R" ANALYTICAL CUSTOMER RELATIONSHIP MANAGEMENT (CRM) THE USE OF PREDICTIVE ANALYTICS IN HEALTHCARE THE USE OF PREDICTIVE ANALYTICS IN THE FINANCIAL SECTOR PREDICTIVE ANALYTICS & BUSINESS MARKETING STRATEGIES FRAUD DETECTION SHIPPING BUSINESS CONTROLLING RISK FACTORS THE REVOLUTION OF PREDICTIVE ANALYSIS ACROSS A VARIETY OF INDUSTRIES DESCRIPTIVE AND PREDICTIVE ANALYSIS CRUCIAL FACTORS FOR DATA ANALYSIS RESOURCES AND

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FLEXIBLE TECHNICAL STRUCTURE BUSINESS INTELLIGENCE HYPER TARGETING  
WHAT IS DATA SCIENCE? DATA MUNGING DEMYSTIFYING DATA SCIENCE SECURITY  
RISKS TODAY BIG DATA AND IMPACTS ON EVERYDAY LIFE FINANCE AND BIG DATA  
APPLYING SENTIMENT ANALYSIS RISK EVALUATION AND THE DATA SCIENTIST THE  
FINANCE INDUSTRY AND REAL-TIME ANALYTICS HOW BIG DATA IS BENEFICIAL TO  
THE CUSTOMER CUSTOMER SEGMENTATION IS GOOD FOR BUSINESS USE OF BIG  
DATA BENEFITS IN MARKETING GOOGLE TRENDS THE PROFILE OF A PERFECT  
CUSTOMER LEAD SCORING IN PREDICTIVE ANALYSIS EVALUATING THE WORTH OF  
LIFETIME VALUE BIG DATA ADVANTAGES AND DISADVANTAGES MAKING  
COMPARISONS WITH COMPETITORS DATA SCIENCE IN THE TRAVEL SECTOR SAFETY  
ENHANCEMENTS THANKS TO BIG DATA BIG DATA AND AGRICULTURE BIG DATA  
AND LAW ENFORCEMENT THE USE OF BIG DATA IN THE PUBLIC SECTOR BIG DATA  
AND GAMING PRESCRIPTIVE ANALYTICS GOOGLE'S "SELF-DRIVING CAR" AND MUCH  
MORE! WANT MORE? Scroll up and grab this helpful guide toady!

### **Beginning Big Data with Power BI and Excel 2013**

Tap the power of Big Data with Microsoft technologies Big Data is here, and Microsoft's new Big Data platform is a valuable tool to help your company get the very most out of it. This timely book shows you how to use HDInsight along with HortonWorks Data Platform for Windows to store, manage, analyze, and share Big Data throughout the enterprise. Focusing primarily on Microsoft and HortonWorks

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technologies but also covering open source tools, Microsoft Big Data Solutions explains best practices, covers on-premises and cloud-based solutions, and features valuable case studies. Best of all, it helps you integrate these new solutions with technologies you already know, such as SQL Server and Hadoop. Walks you through how to integrate Big Data solutions in your company using Microsoft's HDInsight Server, HortonWorks Data Platform for Windows, and open source tools Explores both on-premises and cloud-based solutions Shows how to store, manage, analyze, and share Big Data through the enterprise Covers topics such as Microsoft's approach to Big Data, installing and configuring HortonWorks Data Platform for Windows, integrating Big Data with SQL Server, visualizing data with Microsoft and HortonWorks BI tools, and more Helps you build and execute a Big Data plan Includes contributions from the Microsoft and HortonWorks Big Data product teams If you need a detailed roadmap for designing and implementing a fully deployed Big Data solution, you'll want Microsoft Big Data Solutions.

## **Transforming Healthcare with Big Data and AI**

In Beginning Big Data with Power BI and Excel 2013, you will learn to solve business problems by tapping the power of Microsoft's Excel and Power BI to import data from NoSQL and SQL databases and other sources, create relational data models, and analyze business problems through sophisticated dashboards and data-driven maps. While Beginning Big Data with Power BI and Excel 2013

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covers prominent tools such as Hadoop and the NoSQL databases, it recognizes that most small and medium-sized businesses don't have the Big Data processing needs of a Netflix, Target, or Facebook. Instead, it shows how to import data and use the self-service analytics available in Excel with Power BI. As you'll see through the book's numerous case examples, these tools—which you already know how to use—can perform many of the same functions as the higher-end Apache tools many people believe are required to carry out in Big Data projects. Through instruction, insight, advice, and case studies, *Beginning Big Data with Power BI and Excel 2013* will show you how to: Import and mash up data from web pages, SQL and NoSQL databases, the Azure Marketplace and other sources. Tap into the analytical power of PivotTables and PivotCharts and develop relational data models to track trends and make predictions based on a wide range of data. Understand basic statistics and use Excel with PowerBI to do sophisticated statistical analysis—including identifying trends and correlations. Use SQL within Excel to do sophisticated queries across multiple tables, including NoSQL databases. Create complex formulas to solve real-world business problems using Data Analysis Expressions (DAX).

### **Big Data Analytics in Future Power Systems**

Application of Big Data for National Security provides users with state-of-the-art concepts, methods, and technologies for Big Data analytics in the fight against

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terrorism and crime, including a wide range of case studies and application scenarios. This book combines expertise from an international team of experts in law enforcement, national security, and law, as well as computer sciences, criminology, linguistics, and psychology, creating a unique cross-disciplinary collection of knowledge and insights into this increasingly global issue. The strategic frameworks and critical factors presented in Application of Big Data for National Security consider technical, legal, ethical, and societal impacts, but also practical considerations of Big Data system design and deployment, illustrating how data and security concerns intersect. In identifying current and future technical and operational challenges it supports law enforcement and government agencies in their operational, tactical and strategic decisions when employing Big Data for national security Contextualizes the Big Data concept and how it relates to national security and crime detection and prevention Presents strategic approaches for the design, adoption, and deployment of Big Data technologies in preventing terrorism and reducing crime Includes a series of case studies and scenarios to demonstrate the application of Big Data in a national security context Indicates future directions for Big Data as an enabler of advanced crime prevention and detection

### **Data Analytics**

With big data analytics comes big insights into profitability Big data is big business.

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But having the data and the computational power to process it isn't nearly enough to produce meaningful results. *Big Data, Data Mining, and Machine Learning: Value Creation for Business Leaders and Practitioners* is a complete resource for technology and marketing executives looking to cut through the hype and produce real results that hit the bottom line. Providing an engaging, thorough overview of the current state of big data analytics and the growing trend toward high performance computing architectures, the book is a detail-driven look into how big data analytics can be leveraged to foster positive change and drive efficiency. With continued exponential growth in data and ever more competitive markets, businesses must adapt quickly to gain every competitive advantage available. Big data analytics can serve as the linchpin for initiatives that drive business, but only if the underlying technology and analysis is fully understood and appreciated by engaged stakeholders. This book provides a view into the topic that executives, managers, and practitioners require, and includes:

- A complete overview of big data and its notable characteristics
- Details on high performance computing architectures for analytics, massively parallel processing (MPP), and in-memory databases
- Comprehensive coverage of data mining, text analytics, and machine learning algorithms
- A discussion of explanatory and predictive modeling, and how they can be applied to decision-making processes

*Big Data, Data Mining, and Machine Learning* provides technology and marketing executives with the complete resource that has been notably absent from the veritable libraries of published books on the topic. Take control of your organization's big data analytics

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to produce real results with a resource that is comprehensive in scope and light on hyperbole.

### **Harness the Power of Big Data The IBM Big Data Platform**

As big data becomes more ubiquitous, businesses are wondering how they can best leverage it to gain insight into their most important business questions. Using machine learning (ML) and deep learning (DL) in big data environments can identify historical patterns and build artificial intelligence (AI) models that can help businesses to improve customer experience, add services and offerings, identify new revenue streams or lines of business (LOBs), and optimize business or manufacturing operations. The power of AI for predictive analytics is being harnessed across all industries, so it is important that businesses familiarize themselves with all of the tools and techniques that are available for integration with their data lake environments. In this IBM® Redbooks® publication, we cover the best practices for deploying and integrating some of the best AI solutions on the market, including: IBM Watson Machine Learning Accelerator (see note for product naming) IBM Watson Studio Local IBM Power Systems™ IBM Spectrum™ Scale IBM Data Science Experience (IBM DSX) IBM Elastic Storage™ Server Hortonworks Data Platform (HDP) Hortonworks DataFlow (HDF) H2O Driverless AI We map out all the integrations that are possible with our different AI solutions and how they can integrate with your existing or new data lake. We also walk you

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through some of our client use cases and show you how some of the industry leaders are using Hortonworks, IBM PowerAI, and IBM Watson Studio Local to drive decision making. We also advise you on your deployment options, when to use a GPU, and why you should use the IBM Elastic Storage Server (IBM ESS) to improve storage management. Lastly, we describe how to integrate IBM Watson Machine Learning Accelerator and Hortonworks with or without IBM Watson Studio Local, how to access real-time data, and security. Note: IBM Watson Machine Learning Accelerator is the new product name for IBM PowerAI Enterprise. Note: Hortonworks merged with Cloudera in January 2019. The new company is called Cloudera. References to Hortonworks as a business entity in this publication are now referring to the merged company. Product names beginning with Hortonworks continue to be marketed and sold under their original names.

### **The Enterprise Big Data Lake**

Big Data: Principles and Paradigms captures the state-of-the-art research on the architectural aspects, technologies, and applications of Big Data. The book identifies potential future directions and technologies that facilitate insight into numerous scientific, business, and consumer applications. To help realize Big Data's full potential, the book addresses numerous challenges, offering the conceptual and technological solutions for tackling them. These challenges include life-cycle data management, large-scale storage, flexible processing infrastructure,

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data modeling, scalable machine learning, data analysis algorithms, sampling techniques, and privacy and ethical issues. Covers computational platforms supporting Big Data applications Addresses key principles underlying Big Data computing Examines key developments supporting next generation Big Data platforms Explores the challenges in Big Data computing and ways to overcome them Contains expert contributors from both academia and industry

### **Big Data Application in Power Systems**

From predictive policing to self-surveillance to private security, the potential uses to of big data in crime control pose serious legal and ethical challenges relating to privacy, discrimination, and the presumption of innocence. The book is about the impacts of the use of big data analytics on social and crime control and on fundamental liberties. Drawing on research from Europe and the US, this book identifies the various ways in which law and ethics intersect with the application of big data in social and crime control, considers potential challenges to human rights and democracy and recommends regulatory solutions and best practice. This book focuses on changes in knowledge production and the manifold sites of contemporary surveillance, ranging from self-surveillance to corporate and state surveillance. It tackles the implications of big data and predictive algorithmic analytics for social justice, social equality, and social power: concepts at the very core of crime and social control. This book will be of interest to scholars and

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students of criminology, sociology, politics and socio-legal studies.

### **IBM Power System S822LC for Big Data: Technical Overview and Introduction**

Healthcare and technology are at a convergence point where significant changes are poised to take place. The vast and complex requirements of medical record keeping, coupled with stringent patient privacy laws, create an incredibly unwieldy maze of health data needs. While the past decade has seen giant leaps in AI, machine learning, wearable technologies, and data mining capacities that have enabled quantities of data to be accumulated, processed, and shared around the globe. Transforming Healthcare with Big Data and AI examines the crossroads of these two fields and looks to the future of leveraging advanced technologies and developing data ecosystems to the healthcare field. This book is the product of the Transforming Healthcare with Data conference, held at the University of Southern California. Many speakers and digital healthcare industry leaders contributed multidisciplinary expertise to chapters in this work. Authors' backgrounds range from data scientists, healthcare experts, university professors, and digital healthcare entrepreneurs. If you have an understanding of data technologies and are interested in the future of Big Data and A.I. in healthcare, this book will provide a wealth of insights into the new landscape of healthcare.

## **Big Data Revolution**

Exploit the power and potential of Big Data to revolutionize business outcomes Big Data Revolution is a guide to improving performance, making better decisions, and transforming business through the effective use of Big Data. In this collaborative work by an IBM Vice President of Big Data Products and an Oxford Research Fellow, this book presents inside stories that demonstrate the power and potential of Big Data within the business realm. Readers are guided through tried-and-true methodologies for getting more out of data, and using it to the utmost advantage. This book describes the major trends emerging in the field, the pitfalls and triumphs being experienced, and the many considerations surrounding Big Data, all while guiding readers toward better decision making from the perspective of a data scientist. Companies are generating data faster than ever before, and managing that data has become a major challenge. With the right strategy, Big Data can be a powerful tool for creating effective business solutions – but deep understanding is key when applying it to individual business needs. Big Data Revolution provides the insight executives need to incorporate Big Data into a better business strategy, improving outcomes with innovation and efficient use of technology. Examine the major emerging patterns in Big Data Consider the debate surrounding the ethical use of data Recognize patterns and improve personal and organizational performance Make more informed decisions with quantifiable results In an information society, it is becoming increasingly important to make sense of

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data in an economically viable way. It can drive new revenue streams and give companies a competitive advantage, providing a way forward for businesses navigating an increasingly complex marketplace. Big Data Revolution provides expert insight on the tool that can revolutionize industries.

### **Everybody Lies**

Foreword by Steven Pinker Blending the informed analysis of *The Signal and the Noise* with the instructive iconoclasm of *Think Like a Freak*, a fascinating, illuminating, and witty look at what the vast amounts of information now instantly available to us reveals about ourselves and our world—provided we ask the right questions. By the end of an average day in the early twenty-first century, human beings searching the internet will amass eight trillion gigabytes of data. This staggering amount of information—unprecedented in history—can tell us a great deal about who we are—the fears, desires, and behaviors that drive us, and the conscious and unconscious decisions we make. From the profound to the mundane, we can gain astonishing knowledge about the human psyche that less than twenty years ago, seemed unfathomable. *Everybody Lies* offers fascinating, surprising, and sometimes laugh-out-loud insights into everything from economics to ethics to sports to race to sex, gender and more, all drawn from the world of big data. What percentage of white voters didn't vote for Barack Obama because he's black? Does where you go to school effect how successful you are in life? Do

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parents secretly favor boy children over girls? Do violent films affect the crime rate? Can you beat the stock market? How regularly do we lie about our sex lives and who's more self-conscious about sex, men or women? Investigating these questions and a host of others, Seth Stephens-Davidowitz offers revelations that can help us understand ourselves and our lives better. Drawing on studies and experiments on how we really live and think, he demonstrates in fascinating and often funny ways the extent to which all the world is indeed a lab. With conclusions ranging from strange-but-true to thought-provoking to disturbing, he explores the power of this digital truth serum and its deeper potential—revealing biases deeply embedded within us, information we can use to change our culture, and the questions we're afraid to ask that might be essential to our health—both emotional and physical. All of us are touched by big data everyday, and its influence is multiplying. *Everybody Lies* challenges us to think differently about how we see it and the world.

### **Big Data**

Leverage big data to add value to your business Social media analytics, web-tracking, and other technologies help companies acquire and handle massive amounts of data to better understand their customers, products, competition, and markets. Armed with the insights from big data, companies can improve customer experience and products, add value, and increase return on investment. The tricky

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part for busy IT professionals and executives is how to get this done, and that's where this practical book comes in. **Big Data: Understanding How Data Powers Big Business** is a complete how-to guide to leveraging big data to drive business value. Full of practical techniques, real-world examples, and hands-on exercises, this book explores the technologies involved, as well as how to find areas of the organization that can take full advantage of big data. Shows how to decompose current business strategies in order to link big data initiatives to the organization's value creation processes Explores different value creation processes and models Explains issues surrounding operationalizing big data, including organizational structures, education challenges, and new big data-related roles Provides methodology worksheets and exercises so readers can apply techniques Includes real-world examples from a variety of organizations leveraging big data **Big Data: Understanding How Data Powers Big Business** is written by one of Big Data's preeminent experts, William Schmarzo. Don't miss his invaluable insights and advice.

### **Big Data Analytics Strategies for the Smart Grid**

This IBM® Redpaper™ publication is a comprehensive guide that covers the IBM Power System S822LC for Big Data (8001-22C) server that uses the latest IBM POWER8® processor technology and supports Linux operating systems (OSs). The objective of this paper is to introduce the Power S822LC for Big Data offerings and

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their relevant functions as related to targeted application workloads. The new Linux scale-out systems provide differentiated performance, scalability, and low acquisition cost, including: Consolidated server footprint with up to 66% more virtual machines (VMs) per server than competitive x86 servers Superior data throughput and performance for high-value Linux workloads, such as big data, analytic, and industry applications Up to 12 LFF drives that are installed within the chassis to meet storage-rich application requirements Superior application performance due to a 2x per core performance advantage over x86-based systems Leadership data throughput enabled by POWER8 multithreading with up to 4x more threads than x86 designs Acceleration of big data workloads with up to two GPUs and superior I/O bandwidth with Coherent Accelerator Processor Interface (CAPI) This publication is for professionals who want to acquire a better understanding of IBM Power Systems™ products. The intended audience includes: Clients Sales and marketing professionals Technical support professionals IBM Business Partners Independent software vendors

### **Big Data**

Drawing on a range of methods from across science and technology studies, digital humanities and digital arts, this book presents a comprehensive view of the big data phenomenon. Big data architectures are increasingly transforming political questions into technical management by determining classificatory systems in the

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social, educational, and healthcare realms. Data, and their multiple arborisations, have become new epistemic landscapes. They have also become new existential terrains. The fundamental question is: can big data be seen as a new medium in the way photography or film were when they first appeared? No new medium is ever truly new. It's always remediation of older media. What is new is the medium's re-articulation of the difference between here and there, before and after, yours and mine, knowable and unknowable, possible and impossible. This transdisciplinary volume, incorporating cultural and media theory, art, philosophy, history, and political philosophy is a key resource for readers interested in digital humanities, cultural, and media studies.

### **Big Data**

Get command of your organizational Big Data using the power of data science and analytics Key Features A perfect companion to boost your Big Data storing, processing, analyzing skills to help you take informed business decisions Work with the best tools such as Apache Hadoop, R, Python, and Spark for NoSQL platforms to perform massive online analyses Get expert tips on statistical inference, machine learning, mathematical modeling, and data visualization for Big Data Book Description Big Data analytics relates to the strategies used by organizations to collect, organize and analyze large amounts of data to uncover valuable business insights that otherwise cannot be analyzed through traditional systems. Crafting an

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enterprise-scale cost-efficient Big Data and machine learning solution to uncover insights and value from your organization's data is a challenge. Today, with hundreds of new Big Data systems, machine learning packages and BI Tools, selecting the right combination of technologies is an even greater challenge. This book will help you do that. With the help of this guide, you will be able to bridge the gap between the theoretical world of technology with the practical ground reality of building corporate Big Data and data science platforms. You will get hands-on exposure to Hadoop and Spark, build machine learning dashboards using R and R Shiny, create web-based apps using NoSQL databases such as MongoDB and even learn how to write R code for neural networks. By the end of the book, you will have a very clear and concrete understanding of what Big Data analytics means, how it drives revenues for organizations, and how you can develop your own Big Data analytics solution using different tools and methods articulated in this book. What you will learn - Get a 360-degree view into the world of Big Data, data science and machine learning - Broad range of technical and business Big Data analytics topics that caters to the interests of the technical experts as well as corporate IT executives - Get hands-on experience with industry-standard Big Data and machine learning tools such as Hadoop, Spark, MongoDB, KDB+ and R - Create production-grade machine learning BI Dashboards using R and R Shiny with step-by-step instructions - Learn how to combine open-source Big Data, machine learning and BI Tools to create low-cost business analytics applications - Understand corporate strategies for successful Big Data and data science projects -

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Go beyond general-purpose analytics to develop cutting-edge Big Data applications using emerging technologies Who this book is for The book is intended for existing and aspiring Big Data professionals who wish to become the go-to person in their organization when it comes to Big Data architecture, analytics, and governance. While no prior knowledge of Big Data or related technologies is assumed, it will be helpful to have some programming experience.

### **Data Science and Big Data Analytics**

In Beginning Big Data with Power BI and Excel 2013, you will learn to solve business problems by tapping the power of Microsoft's Excel and Power BI to import data from NoSQL and SQL databases and other sources, create relational data models, and analyze business problems through sophisticated dashboards and data-driven maps. While Beginning Big Data with Power BI and Excel 2013 covers prominent tools such as Hadoop and the NoSQL databases, it recognizes that most small and medium-sized businesses don't have the Big Data processing needs of a Netflix, Target, or Facebook. Instead, it shows how to import data and use the self-service analytics available in Excel with Power BI. As you'll see through the book's numerous case examples, these tools—which you already know how to use—can perform many of the same functions as the higher-end Apache tools many people believe are required to carry out in Big Data projects. Through instruction, insight, advice, and case studies, Beginning Big Data with Power BI and

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Excel 2013 will show you how to: Import and mash up data from web pages, SQL and NoSQL databases, the Azure Marketplace and other sources. Tap into the analytical power of PivotTables and PivotCharts and develop relational data models to track trends and make predictions based on a wide range of data. Understand basic statistics and use Excel with PowerBI to do sophisticated statistical analysis—including identifying trends and correlations. Use SQL within Excel to do sophisticated queries across multiple tables, including NoSQL databases. Create complex formulas to solve real-world business problems using Data Analysis Expressions (DAX).

### **Big Data**

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

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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.

### **Advanced Data Analytics for Power Systems**

Big Data Application in Power Systems brings together experts from academia, industry and regulatory agencies who share their understanding and discuss the big data analytics applications for power systems diagnostics, operation and control. Recent developments in monitoring systems and sensor networks dramatically increase the variety, volume and velocity of measurement data in electricity transmission and distribution level. The book focuses on rapidly modernizing monitoring systems, measurement data availability, big data handling

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and machine learning approaches to process high dimensional, heterogeneous and spatiotemporal data. The book chapters discuss challenges, opportunities, success stories and pathways for utilizing big data value in smart grids. Provides expert analysis of the latest developments by global authorities Contains detailed references for further reading and extended research Provides additional cross-disciplinary lessons learned from broad disciplines such as statistics, computer science and bioinformatics Focuses on rapidly modernizing monitoring systems, measurement data availability, big data handling and machine learning approaches to process high dimensional, heterogeneous and spatiotemporal data

### **Big Data in Radiation Oncology**

A significant new way of understanding contemporary capitalism is to understand the intensification and spread of data analytics. This text is about the powerful promises and visions that have led to the expansion of data analytics and data-led forms of social ordering. It is centrally concerned with examining the types of knowledge associated with data analytics and shows that how these analytics are envisioned is central to the emergence and prominence of data at various scales of social life. This text aims to understand the powerful role of the data analytics industry and how this industry facilitates the spread and intensification of data-led processes. As such, The Data Gaze is concerned with understanding how data-led, data-driven and data-reliant forms of capitalism pervade organisational and

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everyday life. Using a clear theoretical approach derived from Foucault and critical data studies the text develops the concept of the data gaze and shows how powerful and persuasive it is. It's an essential and subversive guide to data analytics and data capitalism.

### **Reinventing Capitalism in the Age of Big Data**

Big Data Application in Power Systems brings together experts from academia, industry and regulatory agencies who share their understanding and discuss the big data analytics applications for power systems diagnostics, operation and control. Recent developments in monitoring systems and sensor networks dramatically increase the variety, volume and velocity of measurement data in electricity transmission and distribution level. The book focuses on rapidly modernizing monitoring systems, measurement data availability, big data handling and machine learning approaches to process high dimensional, heterogeneous and spatiotemporal data. The book chapters discuss challenges, opportunities, success stories and pathways for utilizing big data value in smart grids. Provides expert analysis of the latest developments by global authorities Contains detailed references for further reading and extended research Provides additional cross-disciplinary lessons learned from broad disciplines such as statistics, computer science and bioinformatics Focuses on rapidly modernizing monitoring systems, measurement data availability, big data handling and machine learning

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approaches to process high dimensional, heterogeneous and spatiotemporal data

### **Big Data, Crime and Social Control**

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

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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.

### **Capitalizing on the Power of Big Data**

Boost your Big Data IQ! Gain insight into how to govern and consume IBM's unique in-motion and at-rest Big Data analytic capabilities Big Data represents a new era of computing—an inflection point of opportunity where data in any format may be explored and utilized for breakthrough insights—whether that data is in-place, in-motion, or at-rest. IBM is uniquely positioned to help clients navigate this transformation. This book reveals how IBM is infusing open source Big Data technologies with IBM innovation that manifest in a platform capable of "changing the game." The four defining characteristics of Big Data—volume, variety, velocity, and veracity—are discussed. You'll understand how IBM is fully committed to Hadoop and integrating it into the enterprise. Hear about how organizations are taking inventories of their existing Big Data assets, with search capabilities that

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help organizations discover what they could already know, and extend their reach into new data territories for unprecedented model accuracy and discovery. In this book you will also learn not just about the technologies that make up the IBM Big Data platform, but when to leverage its purpose-built engines for analytics on data in-motion and data at-rest. And you'll gain an understanding of how and when to govern Big Data, and how IBM's industry-leading InfoSphere integration and governance portfolio helps you understand, govern, and effectively utilize Big Data. Industry use cases are also included in this practical guide.

### **Exam Prep for: Harness the Power of Big Data The IBM Big**

### **Big Data**

By implementing a comprehensive data analytics program, utility companies can meet the continually evolving challenges of modern grids that are operationally efficient, while reconciling the demands of greenhouse gas legislation and establishing a meaningful return on investment from smart grid deployments. Readable and accessible, Big Data Analytic

### **The Big Data-Driven Business**

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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

### **AI and Big Data on IBM Power Systems Servers**

Despite the media hyperbole, as Borgman points out in this examination of data

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and scholarly research, having the right data is usually better than having more data; little data can be just as valuable as big data. In many cases, there are no data -- because relevant data don't exist, cannot be found, or are not available. Moreover, data sharing is difficult, incentives to do so are minimal, and data practices vary widely across disciplines. She argues that data have no value or meaning in isolation; they exist within a knowledge infrastructure -- an ecology of people, practices, technologies, institutions, material objects, and relationships. Borgman offers case studies of data practices in the sciences, the social sciences, and the humanities, and then considers the implications of her findings for scholarly practice and research policy. --

### **Big Data in Practice**

Experts in data analytics and power engineering present techniques addressing the needs of modern power systems, covering theory and applications related to power system reliability, efficiency, and security. With topics spanning large-scale and distributed optimization, statistical learning, big data analytics, graph theory, and game theory, this is an essential resource for graduate students and researchers in academia and industry with backgrounds in power systems engineering, applied mathematics, and computer science.

## **Practical Big Data Analytics**

### **Microsoft Big Data Solutions**

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

### **Big Data**

Big Data in Radiation Oncology gives readers an in-depth look into how big data is

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having an impact on the clinical care of cancer patients. While basic principles and key analytical and processing techniques are introduced in the early chapters, the rest of the book turns to clinical applications, in particular for cancer registries, informatics, radiomics, radiogenomics, patient safety and quality of care, patient-reported outcomes, comparative effectiveness, treatment planning, and clinical decision-making. More features of the book are: Offers the first focused treatment of the role of big data in the clinic and its impact on radiation therapy. Covers applications in cancer registry, radiomics, patient safety, quality of care, treatment planning, decision making, and other key areas. Discusses the fundamental principles and techniques for processing and analysis of big data. Address the use of big data in cancer prevention, detection, prognosis, and management. Provides practical guidance on implementation for clinicians and other stakeholders. Dr. Jun Deng is a professor at the Department of Therapeutic Radiology of Yale University School of Medicine and an ABR board certified medical physicist at Yale-New Haven Hospital. He has received numerous honors and awards such as Fellow of Institute of Physics in 2004, AAPM Medical Physics Travel Grant in 2008, ASTRO IGRT Symposium Travel Grant in 2009, AAPM-IPEM Medical Physics Travel Grant in 2011, and Fellow of AAPM in 2013. Lei Xing, Ph.D., is the Jacob Haimson Professor of Medical Physics and Director of Medical Physics Division of Radiation Oncology Department at Stanford University. His research has been focused on inverse treatment planning, tomographic image reconstruction, CT, optical and PET imaging instrumentations, image guided interventions, nanomedicine, and

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applications of molecular imaging in radiation oncology. Dr. Xing is on the editorial boards of a number of journals in radiation physics and medical imaging, and is recipient of numerous awards, including the American Cancer Society Research Scholar Award, The Whitaker Foundation Grant Award, and a Max Planck Institute Fellowship.

### **Beginning Big Data with Power BI and Excel 2013**

Power systems are increasingly collecting large amounts of data due to the expansion of the Internet of Things into power grids. In a smart grids scenario, a huge number of intelligent devices will be connected with almost no human intervention characterizing a machine-to-machine scenario, which is one of the pillars of the Internet of Things. The book characterizes and evaluates how the emerging growth of data in communications networks applied to smart grids will impact the grid efficiency and reliability. Additionally, this book discusses the various security concerns that become manifest with Big Data and expanded communications in power grids. Provide a general description and definition of big data, which has been gaining significant attention in the research community. Introduces a comprehensive overview of big data optimization methods in power system. Reviews the communication devices used in critical infrastructure, especially power systems; security methods available to vet the identity of devices; and general security threats in CI networks. Presents applications in

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power systems, such as power flow and protection. Reviews electricity theft concerns and the wide variety of data-driven techniques and applications developed for electricity theft detection.

### **Application of Big Data for National Security**

#### **The Data Gaze**

Big Data represents a new era in data exploration and utilization, and IBM is uniquely positioned to help clients navigate this transformation. This book reveals how IBM is leveraging open source Big Data technology, infused with IBM technologies, to deliver a robust, secure, highly available, enterprise-class Big Data platform. The three defining characteristics of Big Data--volume, variety, and velocity--are discussed. You'll get a primer on Hadoop and how IBM is hardening it for the enterprise, and learn when to leverage IBM InfoSphere BigInsights (Big Data at rest) and IBM InfoSphere Streams (Big Data in motion) technologies. Industry use cases are also included in this practical guide. Learn how IBM hardens Hadoop for enterprise-class scalability and reliability Gain insight into IBM's unique in-motion and at-rest Big Data analytics platform Learn tips and tricks for Big Data use cases and solutions Get a quick Hadoop primer

## **Big Data—A New Medium?**

From the New York Times bestselling author of *Big Data*, a prediction for how data will revolutionize the market economy and make cash, banks, and big companies obsolete. In modern history, the story of capitalism has been a story of firms and financiers. That's all going to change thanks to the Big Data revolution. As Viktor Mayer-Schönberger, bestselling author of *Big Data*, and Thomas H. Davenport, who writes for *The Economist*, show, data is replacing money as the driver of market behavior. Big finance and big companies will be replaced by small groups and individual actors who make markets instead of making things: think Uber instead of Ford, or Airbnb instead of Hyatt. This is the dawn of the era of data capitalism. Will it be an age of prosperity or of calamity? This book provides the indispensable roadmap for securing a better future.

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