



Big Data MBA: Driving Business Strategies with Data Science

Bill Schmarzo

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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
- 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.

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