

Big Data MBA: Driving Business Strategies with Data Science

By 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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Editorial Review

From the Back Cover

Praise for Bill Schmarzo and *Big Data MBA*

"Practical information from Bill Schmarzo on leveraging big data for a competitive advantage is priceless. His extensive experience in the field of information management and his ability to provide real world examples of how to position your business for success uniquely qualifies him as an expert. Bill's first book, *Big Data: Understanding How Data Powers Big Business*, is insightful and serves as required reading for the MBA/MSIS course on *Business Intelligence and Data Warehousing* that I am teaching."
—Jonathan Wu, Chairman and Co-Founder, BASE Consulting Group

"Based on over three decades of experience, I firmly believe business stakeholders need to be in the drivers' seats, while collaborating with their IT counterparts, to ensure a successful analytic initiative. Bill's … latest book allows you to tap into his decades of expertise and incredibly valuable insights in this space."
—Margy Ross, President at Kimball Group

"Bill Schmarzo is a sound Big Data leader and a gift to the academic profession. Bill is passionate about sharing his knowledge and he can simplify the most complex topic and make it fun and exciting."
—Mouwafac Sidaoui, Professor and Chairman of Business Analytics and Information Systems at the School of Management at the University of San Francisco

"The market has been lacking a book that addresses the most important source of data value: how to use data and analytics as a business manager. Avoiding platitudes and vague hand-waving advice, this book provides a guide for applying data to solve business problems. Most books lead with technical advice, the wrong place to begin. This book delivers useful guidance on where and how to start, what's important and what one needs to know as a nontechnical manager."
—Mark Madsen, President, Third Nature, Inc.

Visit the companion website at www.wiley.com/go/bigdatamba

About the Author

BILL SCHMARZO is the chief technology officer of the Big Data Practice of EMC Global Services. He is responsible for setting the strategy and defining the big data service offerings and capabilities for EMC Global Services. He also works directly with organizations to help them identify where and how to start their big data journeys. In addition, Schmarzo is the author of *Big Data: Understanding How Data Powers Big Business* from Wiley.

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Russell Thomas:

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Corey Watts:

Playing with family within a park, coming to see the coastal world or hanging out with buddies is thing that usually you may have done when you have spare time, subsequently why you don't try thing that really opposite from that. Just one activity that make you not experiencing tired but still relaxing, trilling like on roller coaster you have been ride on and with addition associated with. Even you love Big Data MBA: Driving Business Strategies with Data Science, you could enjoy both. It is great combination right, you still desire to miss it? What kind of hang-out type is it? Oh can occur its mind hangout people. What? Still don't get it, oh come on its called reading friends.

Tommy Wright:

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