

*'Read this book! It is an essential guide to using data in a practical way that drives results.'*

IAN MCHENRY, CEO, BEYOND PRICING

# BIG DATA DEMYSTIFIED



**How to use big data,  
data science and AI to  
make better business decisions  
and gain competitive advantage**

**DAVID STEPHENSON PhD**



**PUBLISHING**  
FINANCIAL TIMES

# Praise for *Big Data Demystified*

'Before you embark on any kind of big data initiative at your organisation, read this book! It is an essential guide to using data in a practical way that drives results.'

***Ian McHenry, CEO, Beyond Pricing***

'This is the book we've been missing: big data explained without the complexity! And it will help you to look for big data opportunities in your day-to-day work.'

***Marc Salomon, Professor in Decision Sciences and Dean,  
University of Amsterdam Business School***

'Big data for the rest of us! I have never come across a book that is so full of practical advice, actionable examples and helpful explanations. Read this one book and start executing big data at your workplace tomorrow!'

***Tobias Wann, CEO, @Leisure Group***

'Dr Stephenson provides an excellent overview of the opportunities and tools that a modern business can exploit in data, while also going deep into the technical, organisational and procedural solutions. This book can be used as a best-practice education for both data analytics n00bs and seasoned professionals looking to identify gaps in data strategy.'

***Clancy Childs, Chief Product and Technology Officer,  
Dow Jones DNA; Former Product Manager, Google Analytics***

# Big Data Demystified

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