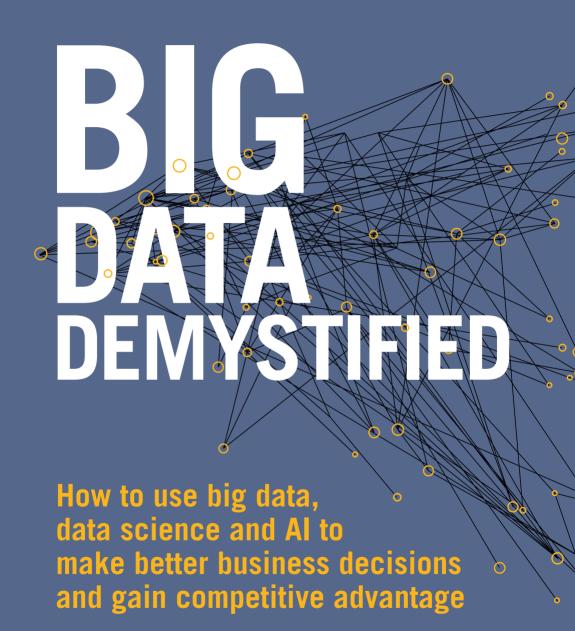
'Read this book! It is an essential guide to using data in a practical way that drives results.'

IAN MCHENRY, CEO, BEYOND PRICING



DAVID STEPHENSON PhD



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

Table of Contents

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Title Page

Copyright Page

Contents

About the author

Acknowledgements

Introduction

Part 1 Big data demystified

- 1 The story of big data
- 2 Artificial intelligence, machine learning and big data
- 3 Why is big data useful?
- 4 Use cases for (big) data analytics
- 5 Understanding the big data ecosystem

Part 2 Making the big data ecosystem work for your organization

- 6 How big data can help guide your strategy
- 7 Forming your strategy for big data and data science
- 8 Implementing data science analytics, algorithms and machine learning
- 9 Choosing your technologies
- 10 Building your team
- 11 Governance and legal compliance



Table of Contents

12 Launching the ship successful deployment in the organization

References

Glossary

Α

В

С

D

Ε

F

G

Н

ı

J

Κ

L

Μ

Ν

0

Р

R

S

Т

U

٧

Χ

Υ

Table of Contents

z Index Back Cover

