

ESSENTIALS OF DATA FOR MANAGERS

From the fundamentals to Artificial Intelligence

Managers can hardly ignore the opportunities afforded by “big data”, an expression often used in relation with “data science” or “artificial intelligence”. But how to find the time to learn these complex notions, for the specific purpose of using them in a business context? This book offers a clear and complete presentation of the concepts and technologies a manager should know in order to conduct business projects where “data” is to play an essential role.

This volume leads you from the fundamentals to the comprehension of the stakes of artificial intelligence. The path starts with an overview of the building blocks of the “data revolution”: data, big data, cloud and APIs. These concepts are essential to be able to understand how the promises of artificial intelligence are connected to big data. Topics covered include:

- Unstructured vs structured data
- GDPR
- The cloud
- Machine learning
- Definition of big data
- Unsupervised and supervised learning
- APIs
- Artificial intelligence
- Data Management Platforms
- Sociodemo vs behavior data
- Business models based on data

This volume is an extended edition of two volumes published separately: “Essentials of Data for Managers, Volume 1: From big data to APIs” and “Essentials of Data for Managers, Volume 2: From artificial intelligence to business applications”.

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