

The 'What' and 'How' of Network Analytics

Network Theory and Network Data

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Outline

Network
Theory and
Network Data

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Session 1
Wrap Up

The Structure
of Network
Analytics
Projects

The Business
Problem

Network
Theory

Network Data

Session 2
Wrap Up

1 Session 1 Wrap Up

2 The Structure of Network Analytics Projects

3 The Business Problem

4 Network Theory

5 Network Data

6 Session 2 Wrap Up

There Are Several Families of Networks

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Network Data

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Family	Example
Biological networks	The brain
Cultural networks	
Financial networks	
Information networks	
Inter-organizational networks	
Organizational networks	
Social networks	
Transportation networks	

References

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