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Analytics in a Big Data World. The Essential Guide to Data Science and its Applications. Wiley and SAS Business Series

Description:

The guide to targeting and leveraging business opportunities using big data & analytics

By leveraging big data & analytics, businesses create the potential to better understand, manage, and strategically exploiting the complex dynamics of customer behavior. Analytics in a Big Data World reveals how to tap into the powerful tool of data analytics to create a strategic advantage and identify new business opportunities. Designed to be an accessible resource, this essential book does not include exhaustive coverage of all analytical techniques, instead focusing on analytics techniques that really provide added value in business environments.

The book draws on author Bart Baesens' expertise on the topics of big data, analytics and its applications in e.g. credit risk, marketing, and fraud to provide a clear roadmap for organizations that want to use data analytics to their advantage, but need a good starting point. Baesens has conducted extensive research on big data, analytics, customer relationship management, web analytics, fraud detection, and credit risk management, and uses this experience to bring clarity to a complex topic.
- Includes numerous case studies on risk management, fraud detection, customer relationship management, and web analytics
- Offers the results of research and the author's personal experience in banking, retail, and government
- Contains an overview of the visionary ideas and current developments on the strategic use of analytics for business
- Covers the topic of data analytics in easy-to-understand terms without an undo emphasis on mathematics and the minutiae of statistical analysis

For organizations looking to enhance their capabilities via data analytics, this resource is the go-to reference for leveraging data to enhance business capabilities.

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