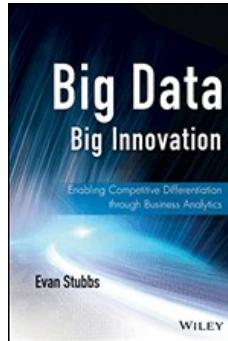


# Chapters *To Go*



## Big Data, Big Innovation: Enabling Competitive Differentiation through Business Analytics

by Evan Stubbs  
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# Big Data, Big Innovation—Enabling Competitive Differentiation through Business Analytics

Evan Stubbs

# WILEY

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### About the Author

**Evan Stubbs** lives in Sydney, Australia, one of the few places in the world where a 30-hour flight itinerary fails to raise even a single eyebrow. His childhood was mainly spent (often unsuccessfully) avoiding brain-controlling parasites, civil war, and biblical floods. He now spends most of his spare time filling in bandicoot holes in his backyard, avoiding murderous redbacks, writing, and otherwise keeping life (somewhat less) interesting.

He's also the Chief Analytics Officer for SAS Australia/New Zealand and sits on the board of the Institute of Analytics Professionals of Australia. He's a prolific speaker and evangelist for the power of analytics. Over the years he's developed human-machine interfaces for concept cars, developed models that predict criminal behavior, and helped leadership teams navigate the upcoming storm.

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