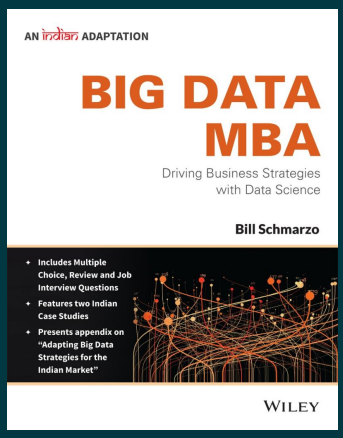
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Big Data MBA: Driving Business Strategies with Data Science, An Indian Adaptation

By Bill Schmarzo

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Description

Big Data MBA: Unlock the Power of Analytics to Transform Your Business

Big Data MBA is your ultimate guide to leveraging big data and advanced analytics for a competitive edge. Perfect for tech enthusiasts, marketers, content creators, technical professionals, and data experts, this comprehensive resource empowers you to harness data-driven insights and drive impactful business outcomes.

Built on a practical framework with actionable methodologies and hands-on exercises, this book shows you how to:

- Unleash the potential of big data to revolutionize your business operations.
- Explore new sources of customer, product, and operational data for deeper insights.
- Utilize advanced analytics and data science to optimize processes and identify monetization opportunities.
- Drive competitive differentiation with data-informed decision-making.

Discover step-by-step strategies for operationalizing analytics and embedding them into your organization. Learn how to structure your teams for maximum efficiency and ensure analytics enrich every user experience, from customers to frontline employees.

With Big Data MBA, you'll gain the tools to think like a data scientist—formulating the right questions, testing hypotheses, and making accurate predictions to power your business into the future.

Whether you’re seeking to optimize customer experiences, innovate product offerings, or enhance operational efficiency, this book is your roadmap to success in the data-driven world.

About the Author

Bill Schmarzo

BILL SCHMARZO is the chief technology officer of the Big Data Practice of EMC Global Services. He is responsible for setting the strategy and defining the big data service offerings and capabilities for EMC Global Services. He also works directly with organizations to help them identify where and how to start their big data journeys. In addition, Schmarzo is the author of Big Data: Understanding How Data Powers Big Business from Wiley.

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