



Big Data Analytics: Turning Big Data into Big Money (Wiley and SAS Business Series)

Frank J. Ohlhorst

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Unique insights to implement big data analytics and reap big returns to your bottom line

Focusing on the business and financial value of big data analytics, respected technology journalist Frank J. Ohlhorst shares his insights on the newly emerging field of big data analytics in *Big Data Analytics*. This breakthrough book demonstrates the importance of analytics, defines the processes, highlights the tangible and intangible values and discusses how you can turn a business liability into actionable material that can be used to redefine markets, improve profits and identify new business opportunities.

- Reveals big data analytics as the next wave for businesses looking for competitive advantage
- Takes an in-depth look at the financial value of big data analytics
- Offers tools and best practices for working with big data

Once the domain of large on-line retailers such as eBay and Amazon, big data is now accessible by businesses of all sizes and across industries. From how to mine the data your company collects, to the data that is available on the outside, *Big Data Analytics* shows how you can leverage big data into a key component in your business's growth strategy.

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