Big Data - Big Business: Tools, Methods, Applications - HADOOP, HANA, MATLAB

Elina Mirca

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The term "Big Data" describes the exponential growth and accessibility of data; both structured and unstructured. Datasets are usually complex, and require sophisticated tools and methods of data analysis in order to make useful insights for improved decision making. This book describes the new technology for organizations to access more data than ever before. We have unfolded the hidden correlations and patterns of data to help companies employ more useful ways of accessing accurate information that can transform their business operations.
The Big Data tools we talk about in this book include HADOOP, HANA, and MATLAB.
This detailed information about Big Data tools, methods, and applications will equip readers (business people & organization managers) with advanced knowledge about new technology in business.

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