Big Data in Practice. How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results

Description: “A comprehensive compendium of why, how, and to what effects Big Data analytics are used in today’s world”
James Kobielus, Big Data Evangelist at IBM

HOW THE BEST ARE USING BIG DATA AND HOW YOU CAN TOO

Big Data is a game changer not just the next new strategy but the tsunami disrupter that you have to know before your competition runs you over with it.

Many people understand the power and importance of Big Data but fail to use it effectively. Big Data in Practice showcases the current state of the art in Big Data, sharing insights into how a diverse group of companies are using Big Data and analytics to solve real-world problems.

From retailers using Big Data to predict trends and consumer behaviours, to governments using Big Data to foil terrorist plots as well as the use of Big Data in cities, telecoms, sports, gambling, fashion, manufacturing, research, motor racing, video gaming, and everything in between you’ll realize that no matter what job you are in and no matter what industry you work in, Big Data will transform it.

"Big Data is disrupting every aspect of business. You’re holding a book that provides powerful examples of how companies strive to defy outdated business models and design new ones with Big Data in mind"
Henrik von Scheel, Google Advisory Board Member

Contents:

Introduction 1

1 Walmart: How Big Data Is Used To Drive Supermarket Performance 5

2 CERN: Unravelling The Secrets Of The Universe With Big Data 11

3 Netflix: How Netflix Used Big Data To Give Us The Programmes We Want 17

4 Rolls-Royce: How Big Data Is Used To Drive Success In Manufacturing 25

5 Shell: How Big Oil Uses Big Data 31

6 Apixio: How Big Data Is Transforming Healthcare 37

7 Lotus F1 Team: How Big Data Is Essential To The Success Of Motorsport Teams 45

8 Pendleton & Son Butchers: Big Data For Small Business 51

9 US Olympic Women’s Cycling Team: How Big Data Analytics Is Used To Optimize Athletes’ Performance 57

10 ZSL: Big Data In The Zoo And To Protect Animals 63

11 Facebook: How Facebook Use Big Data To Understand Customers 69

12 John Deere: How Big Data Can Be Applied On Farms 75

13 Royal Bank of Scotland: Using Big Data To Make Customer Service More Personal 81

14 LinkedIn: How Big Data Is Used To Fuel Social Media Success 87
Final Thoughts 293
About the Author 297
Acknowledgements 299
Index 301

Ordering:  
Order Online - [http://www.researchandmarkets.com/reports/3610136/](http://www.researchandmarkets.com/reports/3610136/)
Order by Fax - using the form below
Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: Big Data in Practice. How 45 Successful Companies Used Big Data Analytics to Deliver Extraordinary Results
Web Address: http://www.researchandmarkets.com/reports/3610136/
Office Code: SCEBJ4O6

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy (Hard Back):</td>
<td>USD 107 + USD 29 Shipping/Handling</td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title:  
Mr  [ ]  Mrs  [ ]  Dr  [ ]  Miss  [ ]  Ms  [ ]  Prof  [ ]
First Name: ___________________________  Last Name: ___________________________
Email Address: * ___________________________
Job Title: ______________________________
Organisation: ___________________________
Address: _______________________________
City: _________________________________
Postal / Zip Code: _______________________
Country: ______________________________
Phone Number: __________________________
Fax Number: ____________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:

- Account number: 833 130 83
- Sort code: 98-53-30
- Swift code: ULSBIE2D
- IBAN number: IE78ULSB98533083313083
- Bank Address: Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: __________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World