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Emerging Perspectives in Big Data Warehousing Application of Big Data for National Security The Internet of Things and Big Data Analytics Big Data Analytics Big Data Analytics: Systems, Algorithms, Applications New Horizons for a Data-Driven Economy Big Data Analytics Online Survey Design and Data Analytics: Emerging Research and Opportunities Big Data Governance The Emerging Technology of Big Data Big Data Analytics Strategies for the Smart Grid Enterprise Analytics Neuromarketing and Big Data Analytics for Strategic Consumer Engagement: Emerging Research and Opportunities Big Data Analytics in Cybersecurity Big Data Analytics in Future Power Systems Big Data, Big Analytics Taming The Big Data Tidal Wave Big Data Analytics in Traffic and Transportation Engineering: Emerging Research and Opportunities Data Science and Big Data Analytics Ethics of Big Data Big Data Analytics in Genomics Cognitive Computing and Big Data Analytics Real-Time Big Data Analytics: Emerging Architecture Real-Time Big Data Analytics: Emerging Architecture Emerging Technology and Architecture for Big-data Analytics Big Data Analytics for Sustainable Computing Big-Data Analytics for Cloud, IoT and Cognitive Computing Management Decision-Making, Big Data and Analytics Big Data and

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Computational Intelligence in Networking
The Big Data Agenda
Big Data, Big Analytics
Big Data, Big Analytics
Big Data, Big Innovation
Big Data and Analytics for Infectious Disease Research, Operations, and Policy
Big Data Analytics Beyond Hadoop
Big Data Analytics for Large-Scale Multimedia Search
Mobility Patterns, Big Data and Transport Analytics
Big Data
Big Data Analytics
Hotel Pricing in a Social World

Emerging Perspectives in Big Data Warehousing

In this book readers will find technological discussions on the existing and emerging technologies across the different stages of the big data value chain. They will learn about legal aspects of big data, the social impact, and about education needs and requirements. And they will discover the business perspective and how big data technology can be exploited to deliver value within different sectors of the economy. The book is structured in four parts: Part I “The Big Data Opportunity” explores the value potential of big data with a particular focus on the European context. It also describes the legal, business and social dimensions that need to be addressed, and briefly introduces the European Commission’s BIG project. Part II “The Big Data Value Chain” details the complete big data lifecycle from a technical point of view, ranging from data acquisition, analysis, curation and storage, to data usage and exploitation. Next, Part III “Usage and Exploitation of

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Big Data” illustrates the value creation possibilities of big data applications in various sectors, including industry, healthcare, finance, energy, media and public services. Finally, Part IV “A Roadmap for Big Data Research” identifies and prioritizes the cross-sectorial requirements for big data research, and outlines the most urgent and challenging technological, economic, political and societal issues for big data in Europe. This compendium summarizes more than two years of work performed by a leading group of major European research centers and industries in the context of the BIG project. It brings together research findings, forecasts and estimates related to this challenging technological context that is becoming the major axis of the new digitally transformed business environment.

Application of Big Data for National Security

Unique prospective on the big data analytics phenomenon for both business and IT professionals The availability of Big Data, low-cost commodity hardware and new information management and analytics software has produced a unique moment in the history of business. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. These capabilities are neither theoretical nor trivial. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue and profitability. The Age of Big Data is here, and these are truly revolutionary times. This timely book looks at

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cutting-edge companies supporting an exciting new generation of business analytics. Learn more about the trends in big data and how they are impacting the business world (Risk, Marketing, Healthcare, Financial Services, etc.) Explains this new technology and how companies can use them effectively to gather the data that they need and glean critical insights Explores relevant topics such as data privacy, data visualization, unstructured data, crowd sourcing data scientists, cloud computing for big data, and much more.

The Internet of Things and Big Data Analytics

Bringing a practitioner's view to big data analytics, this work examines the drivers behind big data, postulates a set of use cases, identifies sets of solution components, and recommends various implementation approaches. This work also addresses and thoroughly answers key questions on this emerging topic, including What is big data and how is it being used? How can strategic plans for big data analytics be generated? and How does big data change analytics architecture? The author, who has more than 20 years of experience in information management architecture and delivery, has drawn the material from a large breadth of workshops and interviews with business and information technology leaders, providing readers with the latest in evolutionary, revolutionary, and hybrid methodologies of moving forward to the brave new world of big data.

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Big Data Analytics

This book provides a comprehensive survey of techniques, technologies and applications of Big Data and its analysis. The Big Data phenomenon is increasingly impacting all sectors of business and industry, producing an emerging new information ecosystem. On the applications front, the book offers detailed descriptions of various application areas for Big Data Analytics in the important domains of Social Semantic Web Mining, Banking and Financial Services, Capital Markets, Insurance, Advertisement, Recommendation Systems, Bio-Informatics, the IoT and Fog Computing, before delving into issues of security and privacy. With regard to machine learning techniques, the book presents all the standard algorithms for learning – including supervised, semi-supervised and unsupervised techniques such as clustering and reinforcement learning techniques to perform collective Deep Learning. Multi-layered and nonlinear learning for Big Data are also covered. In turn, the book highlights real-life case studies on successful implementations of Big Data Analytics at large IT companies such as Google, Facebook, LinkedIn and Microsoft. Multi-sectorial case studies on domain-based companies such as Deutsche Bank, the power provider Opower, Delta Airlines and a Chinese City Transportation application represent a valuable addition. Given its comprehensive coverage of Big Data Analytics, the book offers a unique resource for undergraduate and graduate students, researchers, educators and IT professionals alike.

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Big Data Analytics: Systems, Algorithms, Applications

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.

New Horizons for a Data-Driven Economy

Five or six years ago, analysts working with big datasets made queries and got the

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results back overnight. The data world was revolutionized a few years ago when Hadoop and other tools made it possible to get the results from queries in minutes. But the revolution continues. Analysts now demand sub-second, near real-time query results. Fortunately, we have the tools to deliver them. This report examines tools and technologies that are driving real-time big data analytics.

Big Data Analytics

This contributed volume explores the emerging intersection between big data analytics and genomics. Recent sequencing technologies have enabled high-throughput sequencing data generation for genomics resulting in several international projects which have led to massive genomic data accumulation at an unprecedented pace. To reveal novel genomic insights from this data within a reasonable time frame, traditional data analysis methods may not be sufficient or scalable, forcing the need for big data analytics to be developed for genomics. The computational methods addressed in the book are intended to tackle crucial biological questions using big data, and are appropriate for either newcomers or veterans in the field. This volume offers thirteen peer-reviewed contributions, written by international leading experts from different regions, representing Argentina, Brazil, China, France, Germany, Hong Kong, India, Japan, Spain, and the USA. In particular, the book surveys three main areas: statistical analytics, computational analytics, and cancer genome analytics. Sample topics covered

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include: statistical methods for integrative analysis of genomic data, computation methods for protein function prediction, and perspectives on machine learning techniques in big data mining of cancer. Self-contained and suitable for graduate students, this book is also designed for bioinformaticians, computational biologists, and researchers in communities ranging from genomics, big data, molecular genetics, data mining, biostatistics, biomedical science, cancer research, medical research, and biology to machine learning and computer science. Readers will find this volume to be an essential read for appreciating the role of big data in genomics, making this an invaluable resource for stimulating further research on the topic.

Online Survey Design and Data Analytics: Emerging Research and Opportunities

Big data consists of data sets that are too large and complex for traditional data processing and data management applications. Therefore, to obtain the valuable information within the data, one must use a variety of innovative analytical methods, such as web analytics, machine learning, and network analytics. As the study of big data becomes more popular, there is an urgent demand for studies on high-level computational intelligence and computing services for analyzing this significant area of information science. Big Data Analytics for Sustainable

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Computing is a collection of innovative research that focuses on new computing and system development issues in emerging sustainable applications. Featuring coverage on a wide range of topics such as data filtering, knowledge engineering, and cognitive analytics, this publication is ideally designed for data scientists, IT specialists, computer science practitioners, computer engineers, academicians, professionals, and students seeking current research on emerging analytical techniques and data processing software.

Big Data Governance

A new sub-area of marketing is emerging called neuromarketing. It combines psychology, neuroscience, and economics with the study of consumer motivations. This is leading to the creation of new technological approaches that enable companies to read the customer's mind and tailor marketing practices, products, and services. Neuromarketing and Big Data Analytics for Strategic Consumer Engagement: Emerging Research and Opportunities provides emerging information on the issues involved in the field of neuromarketing, including models, technologies, and the methodology of this field. Highlighting the intricacies of neuroscience, biometrics, multimedia technology, marketing strategy, and big data management, this book is an ideal resource for researchers, neuroscientists, marketers, suppliers, customers, and investors seeking current research on the integration of new neuromarketing trends and technologies.

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The Emerging Technology of Big Data

Online survey research suites offer a vast array of capabilities, supporting the presentation of virtually every type of digital data — text, imagery, audio, video, and multimedia forms. With some researcher sophistication, these online survey research suites can enable a wide range of quantitative, qualitative, and mixed methods research. *Online Survey Design and Data Analytics: Emerging Research and Opportunities* is a critical scholarly resource that explores the utilization of online platforms for setting up surveys to achieve a specific result, eliciting data in in-depth ways and applying creative analytics methods to online survey data. Highlighting topics such as coding, education-based analysis, and online Delphi studies, this publication is ideal for researchers, professionals, academicians, data analysts, IT consultants, and students.

Big Data Analytics Strategies for the Smart Grid

Written by a leading expert in the field, this account focuses on the convergence of two major trends in information management—big data and information governance—by taking a strategic approach oriented around business cases and industry imperatives. With the advent of new technologies, enterprises are expanding and handling very large volumes of data; this book, nontechnical in

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nature and geared toward business audiences, encourages the practice of establishing appropriate governance over big data initiatives and addresses how to manage and govern big data, highlighting the relevant processes, procedures, and policies. It teaches readers to understand how big data fits within an overall information governance program; quantify the business value of big data; apply information governance concepts such as stewardship, metadata, and organization structures to big data; appreciate the wide-ranging business benefits for various industries and job functions; sell the value of big data governance to businesses; and establish step-by-step processes to implement big data governance.

Enterprise Analytics

Take control of revenue management in the new hotel economy *Hotel Pricing in a Social World: How to Drive Value in the New Hotel Economy* is an insightful resource that provides guidance on improving organizational decision making to keep your hotel relevant, from a pricing standpoint, in the often chaotic hotel landscape. This groundbreaking book clearly showcases the current environment of the hotel industry, and describes new and emerging trends that can impact your revenue management tactics. This essential text prepares you to survive and thrive in today's highly competitive market, and outlines the best approach to building profitable pricing strategies that follow both tactical and strategic best practices. Revenue management has become a key activity in the highly social

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environment of today's hotel industry, thanks to mobile technology and social media. Though relatively new, revenue management is a quickly-evolving discipline that requires precision if you want to maintain your hotel's relevance in the market. Leverage original research, case studies, and industry examples to understand the practical application of key concepts Explore current market conditions that have an impact on revenue management Consider how advances in data management, analytics, and data visualization can impact revenue management practices Identify how revenue management can help you take advantage of market opportunities and overcome challenges Hotel Pricing in a Social World: How to Drive Value in the New Hotel Economy is an essential text for hotel CFOs, CMOs, revenue managers, and operations managers who want to leverage revenue management techniques to keep their hotel competitive.

Neuromarketing and Big Data Analytics for Strategic Consumer Engagement: Emerging Research and Opportunities

This book comprehensively conveys the theoretical and practical aspects of IoT and big data analytics with the solid contributions from practitioners as well as academicians. This book examines and expounds the unique capabilities of the big data analytics platforms in capturing, cleansing and crunching IoT device/sensor data in order to extricate actionable insights. A number of experimental case

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studies and real-world scenarios are incorporated in this book in order to instigate our book readers. This book Analyzes current research and development in the domains of IoT and big data analytics Gives an overview of latest trends and transitions happening in the IoT data analytics space Illustrates the various platforms, processes, patterns, and practices for simplifying and streamlining IoT data analytics The Internet of Things and Big Data Analytics: Integrated Platforms and Industry Use Cases examines and accentuates how the multiple challenges at the cusp of IoT and big data can be fully met. The device ecosystem is growing steadily. It is forecast that there will be billions of connected devices in the years to come. When these IoT devices, resource-constrained as well as resource-intensive, interact with one another locally and remotely, the amount of multi-structured data generated, collected, and stored is bound to grow exponentially. Another prominent trend is the integration of IoT devices with cloud-based applications, services, infrastructures, middleware solutions, and databases. This book examines the pioneering technologies and tools emerging and evolving in order to collect, pre-process, store, process and analyze data heaps in order to disentangle actionable insights.

Big Data Analytics in Cybersecurity

Unique prospective on the big data analytics phenomenon for both business and IT professionals The availability of Big Data, low-cost commodity hardware and new

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Information management and analytics software has produced a unique moment in the history of business. The convergence of these trends means that we have the capabilities required to analyze astonishing data sets quickly and cost-effectively for the first time in history. These capabilities are neither theoretical nor trivial. They represent a genuine leap forward and a clear opportunity to realize enormous gains in terms of efficiency, productivity, revenue and profitability. The Age of Big Data is here, and these are truly revolutionary times. This timely book looks at cutting-edge companies supporting an exciting new generation of business analytics. Learn more about the trends in big data and how they are impacting the business world (Risk, Marketing, Healthcare, Financial Services, etc.) Explains this new technology and how companies can use them effectively to gather the data that they need and glean critical insights Explores relevant topics such as data privacy, data visualization, unstructured data, crowd sourcing data scientists, cloud computing for big data, and much more.

Big Data Analytics in Future Power Systems

Accessible and concise, this exciting new textbook examines data analytics from a managerial and organizational perspective and looks at how they can help managers become more effective decision-makers. The book successfully combines theory with practical application, featuring case studies, examples and a 'critical incidents' feature that make these topics engaging and relevant for

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students of business and management. The book features chapters on cutting-edge topics, including: • Big data • Analytics • Managing emerging technologies and decision-making • Managing the ethics, security, privacy and legal aspects of data-driven decision-making The book is accompanied by an Instructor's Manual, PowerPoint slides and access to journal articles. Suitable for management students studying business analytics and decision-making at undergraduate, postgraduate and MBA levels.

Big Data, Big Analytics

"International Institute for Analytics"--Dust jacket.

Taming The Big Data Tidal Wave

With the amount of data in the world exploding, big data could generate significant value in the field of infectious disease. The increased use of social media provides an opportunity to improve public health surveillance systems and to develop predictive models. Advances in machine learning and crowdsourcing may also offer the possibility to gather information about disease dynamics, such as contact patterns and the impact of the social environment. New, rapid, point-of-care diagnostics may make it possible to capture not only diagnostic information but

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also other potentially epidemiologically relevant information in real time. With a wide range of data available for analysis, decision-making and policy-making processes could be improved. While there are many opportunities for big data to be used for infectious disease research, operations, and policy, many challenges remain before it is possible to capture the full potential of big data. In order to explore some of the opportunities and issues associated with the scientific, policy, and operational aspects of big data in relation to microbial threats and public health, the National Academies of Sciences, Engineering, and Medicine convened a workshop in May 2016. Participants discussed a range of topics including preventing, detecting, and responding to infectious disease threats using big data and related analytics; varieties of data (including demographic, geospatial, behavioral, syndromic, and laboratory) and their broader applications; means to improve their collection, processing, utility, and validation; and approaches that can be learned from other sectors to inform big data strategies for infectious disease research, operations, and policy. This publication summarizes the presentations and discussions from the workshop.

Big Data Analytics in Traffic and Transportation Engineering: Emerging Research and Opportunities

A comprehensive guide to learning technologies that unlock the value in big data

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Cognitive Computing provides detailed guidance toward building a new class of systems that learn from experience and derive insights to unlock the value of big data. This book helps technologists understand cognitive computing's underlying technologies, from knowledge representation techniques and natural language processing algorithms to dynamic learning approaches based on accumulated evidence, rather than reprogramming. Detailed case examples from the financial, healthcare, and manufacturing walk readers step-by-step through the design and testing of cognitive systems, and expert perspectives from organizations such as Cleveland Clinic, Memorial Sloan-Kettering, as well as commercial vendors that are creating solutions. These organizations provide insight into the real-world implementation of cognitive computing systems. The IBM Watson cognitive computing platform is described in a detailed chapter because of its significance in helping to define this emerging market. In addition, the book includes implementations of emerging projects from Qualcomm, Hitachi, Google and Amazon. Today's cognitive computing solutions build on established concepts from artificial intelligence, natural language processing, ontologies, and leverage advances in big data management and analytics. They foreshadow an intelligent infrastructure that enables a new generation of customer and context-aware smart applications in all industries. Cognitive Computing is a comprehensive guide to the subject, providing both the theoretical and practical guidance technologists need. Discover how cognitive computing evolved from promise to reality. Learn the elements that make up a cognitive computing system. Understand the

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groundbreaking hardware and software technologies behind cognitive computing. Learn to evaluate your own application portfolio to find the best candidates for pilot projects. Leverage cognitive computing capabilities to transform the organization. Cognitive systems are rightly being hailed as the new era of computing. Learn how these technologies enable emerging firms to compete with entrenched giants, and forward-thinking established firms to disrupt their industries. Professionals who currently work with big data and analytics will see how cognitive computing builds on their foundation, and creates new opportunities. Cognitive Computing provides complete guidance to this new level of human-machine interaction.

Data Science and Big Data Analytics

Big Data is now highly regarded and accepted as a useful tool to help organizations manage their data and information effectively and efficiently. This new volume, *The Emerging Technology of Big Data: Its Impact as a Tool for ICT Development*, looks at the new technology that has emerged to meet the growing need and demand and studies the impact of Big Data in several areas of today's society, including social media, business process re-engineering, science, e-learning, higher education, business intelligence, and green computing. In today's modern society, information system (IS) through Big Data contributes to the success of organizations because it provides a solid foundation for increasing both efficiency and productivity. Many business organizations and educational institutions realize

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that compliance with Big Data will affect their prospects for success. Everyday, the amount of data collected from digital tools grows tremendously. As the amount of data increases, the use of IS becomes more and more essential. The book looks at how large datasets and analytics have slowly crept into the world of education and discusses methods of teaching and learning and the collection of student-learning data. The final chapter of the book considers the environmental impacts of ICT and emphasizes green ICT awareness as a corporate strategy through information systems. The global ICT industry accounts for approximately 2 percent of global carbon dioxide (CO₂) emissions, and the manufacture, shipping, and disposal of ICT equipment also contributes environmentally. This chapter addresses these issues. The information provided here will be valuable information for education professionals, businesses, faculty, scientists and researchers, and others.

Ethics of Big Data

By implementing a comprehensive data analytics program, utility companies can meet the continually evolving challenges of modern grids that are operationally efficient, while reconciling the demands of greenhouse gas legislation and establishing a meaningful return on investment from smart grid deployments. Readable and accessible, Big Data Analytic

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Big Data Analytics in Genomics

This book highlights that the capacity for gathering, analysing, and utilising vast amounts of digital (user) data raises significant ethical issues. Annika Richterich provides a systematic contemporary overview of the field of critical data studies that reflects on practices of digital data collection and analysis. The book assesses in detail one big data research area: biomedical studies, focused on epidemiological surveillance. Specific case studies explore how big data have been used in academic work. The Big Data Agenda concludes that the use of big data in research urgently needs to be considered from the vantage point of ethics and social justice. Drawing upon discourse ethics and critical data studies, Richterich argues that entanglements between big data research and technology/ internet corporations have emerged. In consequence, more opportunities for discussing and negotiating emerging research practices and their implications for societal values are needed.

Cognitive Computing and Big Data Analytics

A practical guide to leveraging your data to spur innovation and growth Your business generates reams of data, but what do you do with it? Reporting is only the beginning. Your data holds the key to innovation and growth – you just need

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the proper analytics. In *Big Data, Big Innovation: Enabling Competitive Differentiation Through Business Analytics*, author Evan Stubbs explores the potential gold hiding in your un-mined data. As Chief Analytics Officer for SAS Australia/New Zealand, Stubbs brings an industry insider's perspective to guide you through pattern recognition, analysis, and implementation. *Big Data, Big Innovation: Enabling Competitive Differentiation Through Business Analytics* details a groundbreaking approach to ensuring your company's upward trajectory. Use this guide to leverage your customer information, financial reports, performance metrics, and more to build a rock-solid foundation for future growth. Build an effective analytics team, and empower them with the right tools. Learn how big data drives both evolutionary and revolutionary innovation, and who should be responsible. Identify data collection and analysis opportunities and implement action plans. Design the platform that suits your company's current and future needs. Quantify performance with statistics, programming, and research for a more complete picture of operations. Effective management means combining data, people, and analytics to create a synergistic force for innovation and growth. If you want your company to move forward with confidence, *Big Data, Big Innovation: Enabling Competitive Differentiation Through Business Analytics* can show you how to use what you already have and acquire what you need to succeed.

Real-Time Big Data Analytics: Emerging Architecture

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The definitive guide to successfully integrating social, mobile, Big-Data analytics, cloud and IoT principles and technologies. The main goal of this book is to spur the development of effective big-data computing operations on smart clouds that are fully supported by IoT sensing, machine learning and analytics systems. To that end, the authors draw upon their original research and proven track record in the field to describe a practical approach integrating big-data theories, cloud design principles, Internet of Things (IoT) sensing, machine learning, data analytics and Hadoop and Spark programming. Part 1 focuses on data science, the roles of clouds and IoT devices and frameworks for big-data computing. Big data analytics and cognitive machine learning, as well as cloud architecture, IoT and cognitive systems are explored, and mobile cloud-IoT-interaction frameworks are illustrated with concrete system design examples. Part 2 is devoted to the principles of and algorithms for machine learning, data analytics and deep learning in big data applications. Part 3 concentrates on cloud programming software libraries from MapReduce to Hadoop, Spark and TensorFlow and describes business, educational, healthcare and social media applications for those tools. The first book describing a practical approach to integrating social, mobile, analytics, cloud and IoT (SMACT) principles and technologies. Covers theory and computing techniques and technologies, making it suitable for use in both computer science and electrical engineering programs. Offers an extremely well-informed vision of future intelligent and cognitive computing environments integrating SMACT technologies. Fully illustrated throughout with examples, figures and approximately 150 problems to

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support and reinforce learning Features a companion website with an instructor manual and PowerPoint slides www.wiley.com/go/hwangIoT Big-Data Analytics for Cloud, IoT and Cognitive Computing satisfies the demand among university faculty and students for cutting-edge information on emerging intelligent and cognitive computing systems and technologies. Professionals working in data science, cloud computing and IoT applications will also find this book to be an extremely useful working resource.

Real-Time Big Data Analytics: Emerging Architecture

This book describes the current state of the art in big-data analytics, from a technology and hardware architecture perspective. The presentation is designed to be accessible to a broad audience, with general knowledge of hardware design and some interest in big-data analytics. Coverage includes emerging technology and devices for data-analytics, circuit design for data-analytics, and architecture and algorithms to support data-analytics. Readers will benefit from the realistic context used by the authors, which demonstrates what works, what doesn't work, and what are the fundamental problems, solutions, upcoming challenges and opportunities. Provides a single-source reference to hardware architectures for big-data analytics; Covers various levels of big-data analytics hardware design abstraction and flow, from device, to circuits and systems; Demonstrates how non-volatile memory (NVM) based hardware platforms can be a viable solution to

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existing challenges in hardware architecture for big-data analytics.

Emerging Technology and Architecture for Big-data Analytics

Big data has always been a major challenge in geoinformatics as geospatial data come in various types and formats, new geospatial data are acquired very fast, and geospatial databases are inherently very large. And while there have been advances in hardware and software for handling big data, they often fall short of handling geospatial big data efficiently and effectively. *Big Data: Techniques and Technologies in Geoinformatics* tackles these challenges head on, integrating coverage of techniques and technologies for storing, managing, and computing geospatial big data. Providing a perspective based on analysis of time, applications, and resources, this book familiarizes readers with geospatial applications that fall under the category of big data. It explores new trends in geospatial data collection, such as geo-crowdsourcing and advanced data collection technologies such as LiDAR point clouds. The book features a range of topics on big data techniques and technologies in geoinformatics including distributed computing, geospatial data analytics, social media, and volunteered geographic information. With chapters contributed by experts in geoinformatics and in domains such as computing and engineering, the book provides an understanding of the challenges and issues of big data in geoinformatics applications. The book is a single collection of current and emerging techniques,

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technologies, and tools that are needed to collect, analyze, manage, process, and visualize geospatial big data.

Big Data Analytics for Sustainable Computing

A timely overview of cutting edge technologies for multimedia retrieval with a special emphasis on scalability. The amount of multimedia data available every day is enormous and is growing at an exponential rate, creating a great need for new and more efficient approaches for large scale multimedia search. This book addresses that need, covering the area of multimedia retrieval and placing a special emphasis on scalability. It reports the recent works in large scale multimedia search, including research methods and applications, and is structured so that readers with basic knowledge can grasp the core message while still allowing experts and specialists to drill further down into the analytical sections. Big Data Analytics for Large-Scale Multimedia Search covers: representation learning, concept and event-based video search in large collections; big data multimedia mining, large scale video understanding, big multimedia data fusion, large-scale social multimedia analysis, privacy and audiovisual content, data storage and management for big multimedia, large scale multimedia search, multimedia tagging using deep learning, interactive interfaces for big multimedia and medical decision support applications using large multimodal data. Addresses the area of multimedia retrieval and pays close attention to the issue of scalability

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Presents problem driven techniques with solutions that are demonstrated through realistic case studies and user scenarios Includes tables, illustrations, and figures Offers a Wiley-hosted BCS that features links to open source algorithms, data sets and tools Big Data Analytics for Large-Scale Multimedia Search is an excellent book for academics, industrial researchers, and developers interested in big multimedia data search retrieval. It will also appeal to consultants in computer science problems and professionals in the multimedia industry.

Big-Data Analytics for Cloud, IoT and Cognitive Computing

Mobility Patterns, Big Data and Transport Analytics provides a guide to the new analytical framework and its relation to big data, focusing on capturing, predicting, visualizing and controlling mobility patterns - a key aspect of transportation modeling. The book features prominent international experts who provide overviews on new analytical frameworks, applications and concepts in mobility analysis and transportation systems. Users will find a detailed, mobility 'structural' analysis and a look at the extensive behavioral characteristics of transport, observability requirements and limitations for realistic transportation applications and transportation systems analysis that are related to complex processes and phenomena. This book bridges the gap between big data, data science, and transportation systems analysis with a study of big data's impact on mobility and an introduction to the tools necessary to apply new techniques. The book covers in

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detail, mobility 'structural' analysis (and its dynamics), the extensive behavioral characteristics of transport, observability requirements and limitations for realistic transportation applications, and transportation systems analysis related to complex processes and phenomena. The book bridges the gap between big data, data science, and Transportation Systems Analysis with a study of big data's impact on mobility, and an introduction to the tools necessary to apply new techniques. Guides readers through the paradigm-shifting opportunities and challenges of handling Big Data in transportation modeling and analytics Covers current analytical innovations focused on capturing, predicting, visualizing, and controlling mobility patterns, while discussing future trends Delivers an introduction to transportation-related information advances, providing a benchmark reference by world-leading experts in the field Captures and manages mobility patterns, covering multiple purposes and alternative transport modes, in a multi-disciplinary approach Companion website features videos showing the analyses performed, as well as test codes and data-sets, allowing readers to recreate the presented analyses and apply the highlighted techniques to their own data

Management Decision-Making, Big Data and Analytics

Big data is presenting challenges to cybersecurity. For an example, the Internet of Things (IoT) will reportedly soon generate a staggering 400 zettabytes (ZB) of data

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a year. Self-driving cars are predicted to churn out 4000 GB of data per hour of driving. Big data analytics, as an emerging analytical technology, offers the capability to collect, store, process, and visualize these vast amounts of data. Big Data Analytics in Cybersecurity examines security challenges surrounding big data and provides actionable insights that can be used to improve the current practices of network operators and administrators. Applying big data analytics in cybersecurity is critical. By exploiting data from the networks and computers, analysts can discover useful network information from data. Decision makers can make more informative decisions by using this analysis, including what actions need to be performed, and improvement recommendations to policies, guidelines, procedures, tools, and other aspects of the network processes. Bringing together experts from academia, government laboratories, and industry, the book provides insight to both new and more experienced security professionals, as well as data analytics professionals who have varying levels of cybersecurity expertise. It covers a wide range of topics in cybersecurity, which include: Network forensics Threat analysis Vulnerability assessment Visualization Cyber training. In addition, emerging security domains such as the IoT, cloud computing, fog computing, mobile computing, and cyber-social networks are examined. The book first focuses on how big data analytics can be used in different aspects of cybersecurity including network forensics, root-cause analysis, and security training. Next it discusses big data challenges and solutions in such emerging cybersecurity domains as fog computing, IoT, and mobile app security. The book concludes by

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presenting the tools and datasets for future cybersecurity research.

Big Data and Computational Intelligence in Networking

Data Science and Big Data Analytics is about harnessing the power of data for new insights. The book covers the breadth of activities and methods and tools that Data Scientists use. The content focuses on concepts, principles and practical applications that are applicable to any industry and technology environment, and the learning is supported and explained with examples that you can replicate using open-source software. This book will help you: Become a contributor on a data science team Deploy a structured lifecycle approach to data analytics problems Apply appropriate analytic techniques and tools to analyzing big data Learn how to tell a compelling story with data to drive business action Prepare for EMC Proven Professional Data Science Certification Corresponding data sets are available at www.wiley.com/go/9781118876138. Get started discovering, analyzing, visualizing, and presenting data in a meaningful way today!

The Big Data Agenda

Five or six years ago, analysts working with big datasets made queries and got the results back overnight. The data world was revolutionized a few years ago when

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Hadoop and other tools made it possible to get the results from queries in minutes. But the revolution continues. Analysts now demand sub-second, near real-time query results. Fortunately, we have the tools to deliver them. This report examines tools and technologies that are driving real-time big data analytics.

Big Data, Big Analytics

Power systems are increasingly collecting large amounts of data due to the expansion of the Internet of Things into power grids. In a smart grids scenario, a huge number of intelligent devices will be connected with almost no human intervention characterizing a machine-to-machine scenario, which is one of the pillars of the Internet of Things. The book characterizes and evaluates how the emerging growth of data in communications networks applied to smart grids will impact the grid efficiency and reliability. Additionally, this book discusses the various security concerns that become manifest with Big Data and expanded communications in power grids. Provide a general description and definition of big data, which has been gaining significant attention in the research community. Introduces a comprehensive overview of big data optimization methods in power system. Reviews the communication devices used in critical infrastructure, especially power systems; security methods available to vet the identity of devices; and general security threats in CI networks. Presents applications in power systems, such as power flow and protection. Reviews electricity theft

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concerns and the wide variety of data-driven techniques and applications developed for electricity theft detection.

Big Data, Big Analytics

The concept of a big data warehouse appeared in order to store moving data objects and temporal data information. Moving objects are geometries that change their position and shape continuously over time. In order to support spatio-temporal data, a data model and associated query language is needed for supporting moving objects. Emerging Perspectives in Big Data Warehousing is an essential research publication that explores current innovative activities focusing on the integration between data warehousing and data mining with an emphasis on the applicability to real-world problems. Featuring a wide range of topics such as index structures, ontology, and user behavior, this book is ideally designed for IT consultants, researchers, professionals, computer scientists, academicians, and managers.

Big Data, Big Innovation

You receive an e-mail. It contains an offer for a complete personal computer system. It seems like the retailer read your mind since you were exploring

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computers on their web site just a few hours prior.... As you drive to the store to buy the computer bundle, you get an offer for a discounted coffee from the coffee shop you are getting ready to drive past. It says that since you're in the area, you can get 10% off if you stop by in the next 20 minutes.... As you drink your coffee, you receive an apology from the manufacturer of a product that you complained about yesterday on your Facebook page, as well as on the company's website.... Finally, once you get back home, you receive notice of a special armor upgrade available for purchase in your favorite online videogame. It is just what is needed to get past some spots you've been struggling with.... Sound crazy? Are these things that can only happen in the distant future? No. All of these scenarios are possible today! Big data. Advanced analytics. Big data analytics. It seems you can't escape such terms today. Everywhere you turn people are discussing, writing about, and promoting big data and advanced analytics. Well, you can now add this book to the discussion. What is real and what is hype? Such attention can lead one to the suspicion that perhaps the analysis of big data is something that is more hype than substance. While there has been a lot of hype over the past few years, the reality is that we are in a transformative era in terms of analytic capabilities and the leveraging of massive amounts of data. If you take the time to cut through the sometimes-over-zealous hype present in the media, you'll find something very real and very powerful underneath it. With big data, the hype is driven by genuine excitement and anticipation of the business and consumer benefits that analyzing it will yield over time. Big data is the next wave of new data sources that will

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drive the next wave of analytic innovation in business, government, and academia. These innovations have the potential to radically change how organizations view their business. The analysis that big data enables will lead to decisions that are more informed and, in some cases, different from what they are today. It will yield insights that many can only dream about today. As you'll see, there are many consistencies with the requirements to tame big data and what has always been needed to tame new data sources. However, the additional scale of big data necessitates utilizing the newest tools, technologies, methods, and processes. The old way of approaching analysis just won't work. It is time to evolve the world of advanced analytics to the next level. That's what this book is about. Taming the Big Data Tidal Wave isn't just the title of this book, but rather an activity that will determine which businesses win and which lose in the next decade. By preparing and taking the initiative, organizations can ride the big data tidal wave to success rather than being pummeled underneath the crushing surf. What do you need to know and how do you prepare in order to start taming big data and generating exciting new analytics from it? Sit back, get comfortable, and prepare to find out!

Big Data and Analytics for Infectious Disease Research, Operations, and Policy

What are your organization's policies for generating and using huge datasets full of

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personal information? This book examines ethical questions raised by the big data phenomenon, and explains why enterprises need to reconsider business decisions concerning privacy and identity. Authors Kord Davis and Doug Patterson provide methods and techniques to help your business engage in a transparent and productive ethical inquiry into your current data practices. Both individuals and organizations have legitimate interests in understanding how data is handled. Your use of data can directly affect brand quality and revenue—as Target, Apple, Netflix, and dozens of other companies have discovered. With this book, you'll learn how to align your actions with explicit company values and preserve the trust of customers, partners, and stakeholders. Review your data-handling practices and examine whether they reflect core organizational values Express coherent and consistent positions on your organization's use of big data Define tactical plans to close gaps between values and practices—and discover how to maintain alignment as conditions change over time Maintain a balance between the benefits of innovation and the risks of unintended consequences

Big Data Analytics Beyond Hadoop

Business intelligence (BI) is the set of techniques and tools for the transformation of raw data into meaningful and useful information for business analysis purposes. BI technologies are capable of handling large amounts of unstructured data to help identify, develop and otherwise create new strategic business opportunities. The

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goal of BI is to allow for the easy interpretation of these large volumes of data. Identifying new opportunities and implementing an effective strategy based on insights can provide businesses with a competitive market advantage and long-term stability. BI technologies provide historical, current and predictive views of business operations. Common functions of business intelligence technologies are reporting, online analytical processing, analytics, data mining, process mining, complex event processing, business performance management, benchmarking, text mining, predictive analytics and prescriptive analytics. BI can be used to support a wide range of business decisions ranging from operational to strategic. Basic operating decisions include product positioning or pricing. Strategic business decisions include priorities, goals and directions at the broadest level. In all cases, BI is most effective when it combines data derived from the market in which a company operates (external data) with data from company sources internal to the business such as financial and operations data (internal data). When combined, external and internal data can provide a more complete picture which, in effect, creates an intelligence that cannot be derived by any singular set of data.

Big Data Analytics for Large-Scale Multimedia Search

Master alternative Big Data technologies that can do what Hadoop can't: real-time analytics and iterative machine learning. When most technical professionals think of Big Data analytics today, they think of Hadoop. But there are many cutting-edge

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applications that Hadoop isn't well suited for, especially real-time analytics and contexts requiring the use of iterative machine learning algorithms. Fortunately, several powerful new technologies have been developed specifically for use cases such as these. *Big Data Analytics Beyond Hadoop* is the first guide specifically designed to help you take the next steps beyond Hadoop. Dr. Vijay Srinivas Agneeswaran introduces the breakthrough Berkeley Data Analysis Stack (BDAS) in detail, including its motivation, design, architecture, Mesos cluster management, performance, and more. He presents realistic use cases and up-to-date example code for: Spark, the next generation in-memory computing technology from UC Berkeley Storm, the parallel real-time Big Data analytics technology from Twitter GraphLab, the next-generation graph processing paradigm from CMU and the University of Washington (with comparisons to alternatives such as Pregel and Piccolo) Halo also offers architectural and design guidance and code sketches for scaling machine learning algorithms to Big Data, and then realizing them in real-time. He concludes by previewing emerging trends, including real-time video analytics, SDNs, and even Big Data governance, security, and privacy issues. He identifies intriguing startups and new research possibilities, including BDAS extensions and cutting-edge model-driven analytics. *Big Data Analytics Beyond Hadoop* is an indispensable resource for everyone who wants to reach the cutting edge of Big Data analytics, and stay there: practitioners, architects, programmers, data scientists, researchers, startup entrepreneurs, and advanced students.

Mobility Patterns, Big Data and Transport Analytics

This book presents state-of-the-art solutions to the theoretical and practical challenges stemming from the leverage of big data and its computational intelligence in supporting smart network operation, management, and optimization. In particular, the technical focus covers the comprehensive understanding of network big data, efficient collection and management of network big data, distributed and scalable online analytics for network big data, and emerging applications of network big data for computational intelligence.

Big Data

Application of Big Data for National Security provides users with state-of-the-art concepts, methods, and technologies for Big Data analytics in the fight against terrorism and crime, including a wide range of case studies and application scenarios. This book combines expertise from an international team of experts in law enforcement, national security, and law, as well as computer sciences, criminology, linguistics, and psychology, creating a unique cross-disciplinary collection of knowledge and insights into this increasingly global issue. The strategic frameworks and critical factors presented in Application of Big Data for National Security consider technical, legal, ethical, and societal impacts, but also

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practical considerations of Big Data system design and deployment, illustrating how data and security concerns intersect. In identifying current and future technical and operational challenges it supports law enforcement and government agencies in their operational, tactical and strategic decisions when employing Big Data for national security Contextualizes the Big Data concept and how it relates to national security and crime detection and prevention Presents strategic approaches for the design, adoption, and deployment of Big Data technologies in preventing terrorism and reducing crime Includes a series of case studies and scenarios to demonstrate the application of Big Data in a national security context Indicates future directions for Big Data as an enabler of advanced crime prevention and detection

Big Data Analytics

This volume comprises the select proceedings of the annual convention of the Computer Society of India. Divided into 10 topical volumes, the proceedings present papers on state-of-the-art research, surveys, and succinct reviews. The volumes cover diverse topics ranging from communications networks to big data analytics, and from system architecture to cyber security. This volume focuses on Big Data Analytics. The contents of this book will be useful to researchers and students alike.

Hotel Pricing in a Social World

Recent research reveals that socioeconomic factors of the neighborhoods where road users live and where pedestrian-vehicle crashes occur are important in determining the severity of the crashes, with the former having a greater influence. Hence, road safety countermeasures, especially those focusing on the road users, should be targeted at these high risk neighborhoods. *Big Data Analytics in Traffic and Transportation Engineering: Emerging Research and Opportunities* is an essential reference source that discusses access to transportation and examines vehicle-pedestrian crashes, specifically in relation to socioeconomic factors that influence them, main predictors, factors that contribute to crash severity, and the enhancement of pedestrian safety measures. Featuring research on topics such as public transport, accessibility, and spatial distribution, this book is ideally designed for policymakers, transportation engineers, road safety designers, transport planners and managers, professionals, academicians, researchers, and public administrators.

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