Using R To Unlock The Value Of Big Data Big Data Analytics With Oracle R Enterprise And Oracle R Connector For Hadoop

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r for business analytics looks at some of the most common tasks performed by business analysts and helps the user navigate the wealth of information in r and its 4000 packages with this information the reader can select the packages that can help process the analytical tasks with minimum effort and maximum usefulness the use of graphical user interfaces gui is emphasized in this book to further cut down and bend the famous learning curve in learning r this book is aimed to help you kick start with analytics including chapters on data visualization code examples on web analytics and social media analytics clustering regression models text mining data mining models and forecasting the book tries to expose the reader to a breadth of business analytics topics without burying the user in needless depth the included references and links allow the reader to pursue business analytics topics this book is aimed at business analysts with basic programming skills for using r for business analytics note the scope of the book is neither statistical theory nor

graduate level research for statistics but rather it is for business analytics practitioners business analytics ba refers to the field of exploration and investigation of data generated by businesses business intelligence bi is the seamless dissemination of information through the organization which primarily involves business metrics both past and current for the use of decision support in businesses data mining dm is the process of discovering new patterns from large data using algorithms and statistical methods to differentiate between the three bi is mostly current reports ba is models to predict and strategize and dm matches patterns in big data the r statistical software is the fastest growing analytics platform in the world and is established in both academia and corporations for robustness reliability and accuracy the book utilizes albert einstein s famous remarks on making things as simple as possible but no simpler this book will blow the last remaining doubts in your mind about using r in your business environment even non technical users will enjoy the easy to use examples the interviews with creators and corporate users of r make the book very readable the author firmly believes isaac asimov was a better writer in spreading science than any textbook or journal author

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technological advances in the last five years have allowed organizations to use business analytics to provide insights increase understanding and it is hoped gain the elusive competitive edge the rapid development of business analytics is impacting all enterprise competences profoundly and classical business professions are being redefined by a much deeper interplay between business and information systems as computing capabilities for analysis has moved outside the it glass house and into the sphere of individual workers they are no longer the exclusive domain of it professionals but rather accessible to all employees complex open source data analytics packages and client level visualization tools deployed in desktops and laptops equip virtually any end user with the instruments to carry out significant analytical tasks all the while the drive to improve customer experience has heightened the demand for data involving customers providers and entire ecosystems in response to the proliferation of business analytics a new center and masters of science program was introduced at the national university of singapore nus the center collaborates

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