



# Big Data Revolution: What farmers, doctors and insurance agents teach us about discovering big data patterns

*Rob Thomas, Patrick McSharry*

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**Exploit the power and potential of Big Data to revolutionize business outcomes**

Big Data Revolution is a guide to improving performance, making better decisions, and transforming business through the effective use of Big Data. In this collaborative work by an IBM Vice President of Big Data Products and an Oxford Research Fellow, this book presents inside stories that demonstrate the power and potential of Big Data within the business realm. Readers are guided through tried-and-true methodologies for getting more out of data, and using it to the utmost advantage. This book describes the major trends emerging in the field, the pitfalls and triumphs being experienced, and the many considerations surrounding Big Data, all while guiding readers toward better decision making from the perspective of a data scientist.

Companies are generating data faster than ever before, and managing that data has become a major challenge. With the right strategy, Big Data can be a powerful tool for creating effective business solutions – but deep understanding is key when applying it to individual business needs. Big Data Revolution provides the insight executives need to incorporate Big Data into a better business strategy, improving outcomes with innovation and efficient use of technology.

- Examine the major emerging patterns in Big Data
- Consider the debate surrounding the ethical use of data
- Recognize patterns and improve personal and organizational performance
- Make more informed decisions with quantifiable results

In an information society, it is becoming increasingly important to make sense of data in an economically viable way. It can drive new revenue streams and give companies a competitive advantage, providing a way forward for businesses navigating an increasingly complex marketplace. Big Data Revolution provides expert insight on the tool that can revolutionize industries.

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