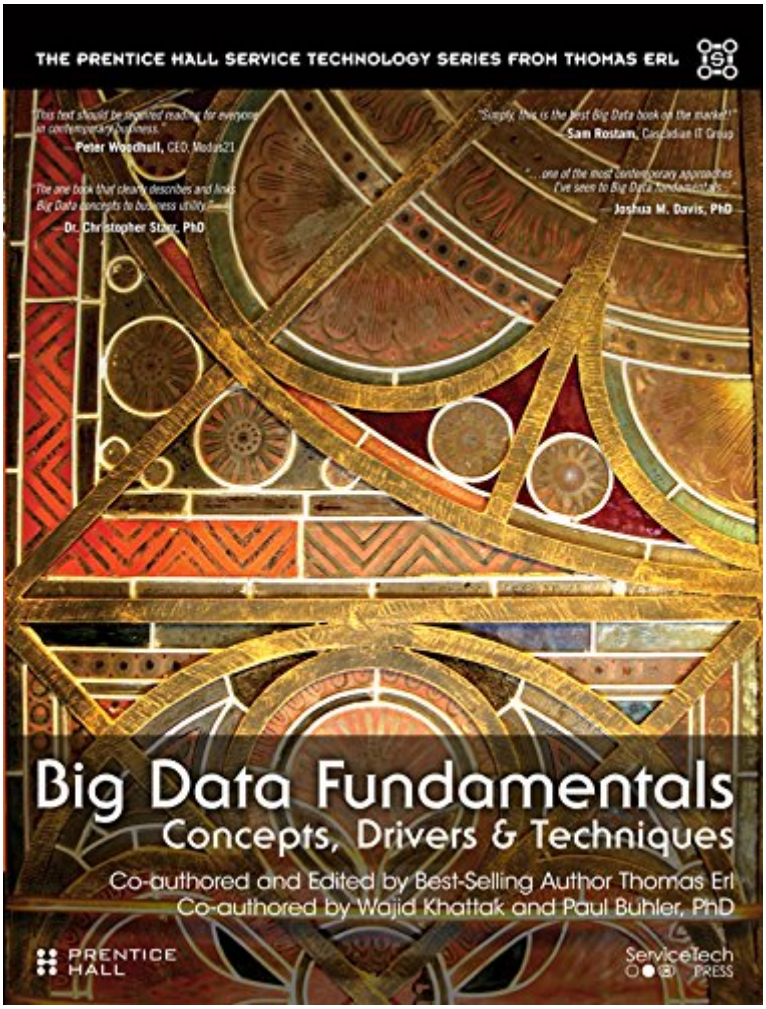
Big Data Fundamentals: Concepts, Drivers & Techniques (The Prentice Hall Service Technology Series From Thomas Erl)



Synopsis

â œThis text should be required reading for everyone in contemporary business.â • --Peter Woodhull, CEO, Modus21 â œThe one book that clearly describes and links Big Data concepts to business utility.â • --Dr. Christopher Starr, PhD â œSimply, this is the best Big Data book on the market!â • --Sam Rostam, Cascadian IT Group â œ...one of the most contemporary approaches Iâ ™ve seen to Big Data fundamentals...â • --Joshua M. Davis, PhD The Definitive Plain-English Guide to Big Data for Business and Technology Professionals Big Data Fundamentals provides a pragmatic, no-nonsense introduction to Big Data. Best-selling IT author Thomas Erl and his team clearly explain key Big Data concepts, theory and terminology, as well as fundamental technologies and techniques. All coverage is supported with case study examples and numerous simple diagrams. The authors begin by explaining how Big Data can propel an organization forward by solving a spectrum of previously intractable business problems. Next, they demystify key analysis techniques and technologies and show how a Big Data solution environment can be built and integrated to offer competitive advantages. Discovering Big Dataâ ™s fundamental concepts and what makes it different from previous forms of data analysis and data science Understanding the business motivations and drivers behind Big Data adoption, from operational improvements through innovation Planning strategic, business-driven Big Data initiatives Addressing considerations such as data management, governance, and security Recognizing the 5 â œVâ • characteristics of datasets in Big Data environments: volume, velocity, variety, veracity, and value Clarifying Big Dataâ ™s relationships with OLTP, OLAP, ETL, data warehouses, and data marts Working with Big Data in structured, unstructured, semi-structured, and metadata formats Increasing value by integrating Big Data resources with corporate performance monitoring Understanding how Big Data leverages distributed and parallel processing Using NoSQL and other technologies to meet Big Dataâ ™s distinct data processing requirements Leveraging statistical approaches of quantitative and qualitative analysis Applying computational analysis methods, including machine learning

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Customer Reviews

This book is divided into two parts with the first part introducing concepts about Big Data, and the second part discussing implementations of Big Data. I found the first part to use confusing wording, while the second part was written much better. I would give the first part 3-stars and the second part 5-stars if I was rating them individually.The first part of the book (Chapters 1-4) introduces a lot of acronyms and words that were glossed over. A lot of sentences were written in overly complicated language. To give an example on page 36 the discussion is about Business Process Management:"When BPM is combined with BPMSs that are intelligent, processes can be executed in a goal-driven manner. Goals are connected to process fragments that are dynamically chosen and assembled at run-time in alignment with the evaluation of the goals. When the combination of Big Data analytics results and goal-driven behavior are used together, process execution can become adaptive to the marketplace and responsive to environmental conditions."I found wording like this to be bogged down in corporate mumbo-jumbo and had I difficulty understanding in a lot of places.Chapter three felt particularly lazy to me. The exact same diagram that took up 3/4th’s of the page was used 10 seperate times in chapter without any variation to the diagram (see the attached photo to get an idea). It shows a nine-step process, and for each step the diagram is shown without even highlighting the step we are on.Luckily the second part redeems itself. MapReduce, different NoSQL databases, analytic techniques, and storage techniques were described well here. The second part of the book gave much clearer and more concrete examples.

Beautiful Data: A History of Vision and Reason since 1945 (Experimental Futures) Rainbow Warriors and the Golden Bow: Yoga Adventure for Children (Rainbow Warriors Yoga Series) How to Start a Business Analyst Career: The handbook to apply business analysis techniques, select requirements training, and explore job roles ... career (Business Analyst Career Guide) Data Science from Scratch: First Principles with Python R in Action: Data Analysis and Graphics with R Sent Leader Guide: Delivering the Gift of Hope at Christmas (Sent Advent series) Sent DVD: Delivering the Gift of Hope at Christmas (Sent Advent series) The Data Science Handbook: Advice and Insights from 25 Amazing Data Scientists The Definitive Guide to MongoDB: A complete guide to dealing with Big Data using MongoDB 40 Things to Give Up for Lent and Beyond: A 40 Day Devotion Series for the Season of Lent Big Data Fundamentals: Concepts, Drivers & Techniques (The Prentice Hall Service Technology Series from Thomas Erl) Building a Scalable Data Warehouse with Data Vault 2.0 Graph Databases: New Opportunities for Connected Data Next Generation Databases: NoSQLand Big Data Next Generation Databases: NoSQL, NewSQL, and Big Data LEARN IN A DAY! DATA WAREHOUSING. Top Links and Resources for Learning Data Warehousing ONLINE and OFFLINE: Use these FREE and PAID resources to Learn Data Warehousing in little to no time Shift: Three Big Moves for the 21st Century Church Arthur's Valentine (Arthur Adventure Series) CTS-I Certified Technology Specialist-Installation Exam Guide Reaching People under 30 while Keeping People over 60: Creating Community across Generations (TCP The Columbia Partnership Leadership Series)