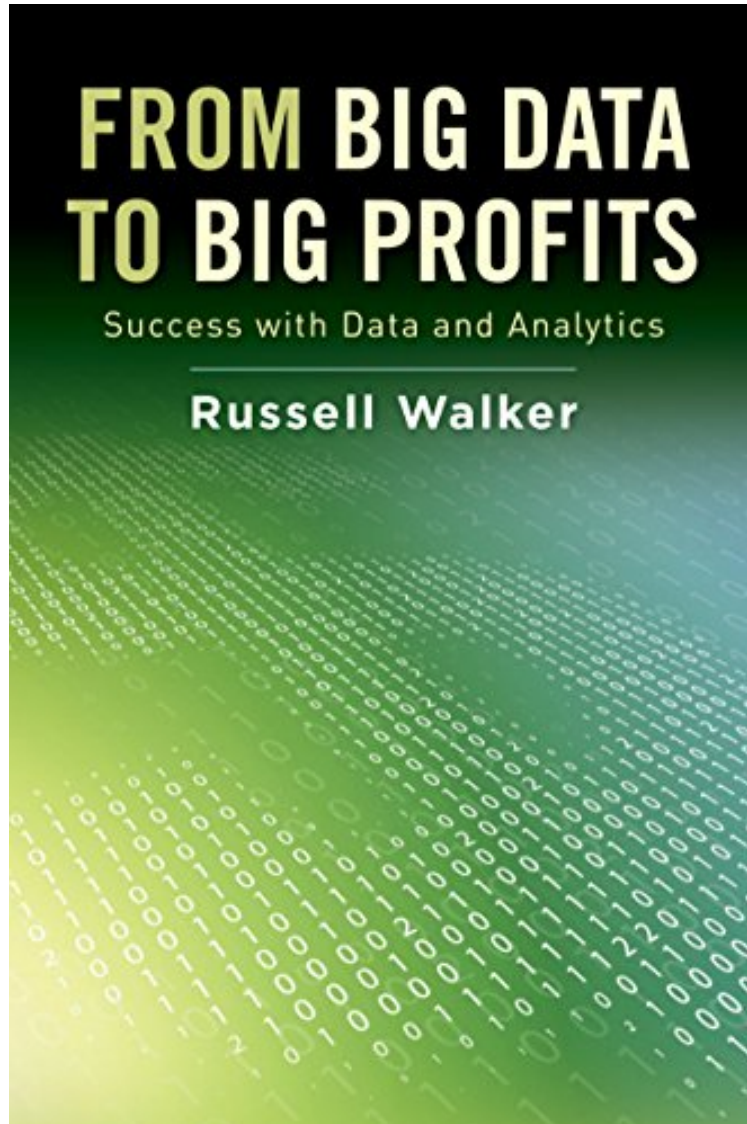


(Mobile book) From Big Data to Big Profits: Success with Data and Analytics

From Big Data to Big Profits: Success with Data and Analytics

Russell Walker

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Russell Walker : From Big Data to Big Profits: Success with Data and Analytics before purchasing it in order to gage whether or not it would be worth my time, and all praised From Big Data to Big Profits: Success with Data and Analytics:

5 of 5 people found the following review helpful. Power of Big Data that you cant find by "google search" or HBRBy SmartMsgThis book explains the definition and power of Big Data by providing numerous examples that, as a consumer, we an relate to - Netflix to LinkedIn to Nest. I am responsible for an IoT platform in a B2B environment and this book provided many great monetization strategies. What amazed me the most is how thoughtful the author

was to make these solid concepts actionable (SIGMA framework) for people like me. I highly recommend this book esp. some on in product management role! 3 of 3 people found the following review helpful. What sets this book apart? By Mary E. Gros What sets Walker's book apart from the pack is his attention to what makes a difference to a firm: making money! He offers many real examples of how to shift from the tactical use of data to creating new revenue streams. Walker introduces the concept of data monetization early in the book. He does not suggest that this is a new concept. But, he indeed suggests that the opportunity is now. Walker addresses data monetization with a discipline and commitment to business strategy and analytics. I especially like that Walker does not discount the importance of putting the right business models in place to ensure that firms do not fall short of realizing profits from big data. He tackles the tough stuff with enough examples that the message comes across loud and clear. Now is the time to profit from big data. I like this book, a lot. And, highly recommend it. 3 of 3 people found the following review helpful. A must read for any serious data science practitioner. By Macario Lullo Professor's Walker's latest work stands apart from other Big Data books as he takes the perspective of how to monetize big data and uses real world examples of companies that have leveraged analytic capabilities to monetize their data assets. His SIGMA framework is an excellent approach to assessing a firm's data strategy, identifying gaps and opportunities. It's a terrific read from a world class thought leader in analytics. Russell's expertise in the academic and practical aspects of the value of implementing analytic strategies is evident throughout this book.

Technological advancements in computing have changed how data is leveraged by businesses to develop, grow, and innovate. In recent years, leading analytical companies have begun to realize the value in their vast holdings of customer data and have found ways to leverage this untapped potential. Now, more firms are following suit and looking to monetize Big Data for big profits. Such changes will have implications for both businesses and consumers in the coming years. In *From Big Data to Big Profits*, Russell Walker investigates the use of Big Data to stimulate innovations in operational effectiveness and business growth. Walker examines the nature of Big Data and how businesses can use it to create new monetization opportunities. Using case studies of Apple, Netflix, Google, LinkedIn, Zillow, Amazon, and other leaders in the use of Big Data, Walker explores how digital platforms such as mobile apps and social networks are changing the nature of customer interactions and the way Big Data is created and used by companies. Such changes, as Walker points out, will require careful consideration of legal and unspoken business practices as they affect consumer privacy. Companies looking to develop a Big Data strategy will find great value in the SIGMA framework, which he has developed to assess companies for Big Data readiness and provide direction on the steps necessary to get the most from Big Data. Rigorous and meticulous, *From Big Data to Big Profits* is a valuable resource for students, researchers, and professionals with an interest in Big Data, digital platforms, and analytics

"Russell Walker's important book is not just about Big Data, but how to monetize all your data. It's an essential guide to competing in the data economy and developing analytics-based products and services." Thomas H. Davenport, Distinguished Professor of IT and Management, Babson College, and Author of *Competing on Analytics and Big Data at Work* "Few companies have truly mastered the art of deriving value from Big Data. In *From Big Data to Big Profits*, Walker provides excellent advice on how to leverage Big Data to improve your business. This book dives deeply into monetization strategies for Big Data and provides many examples of how it works. From creating data products to forming a data exchange, this book explains how others have succeeded and provides advice on how to get started. The time spent reading the book is well worth it!" Bill Franks, Chief Analytics Officer, Teradata and author of *Taming the Big Data Tidal Wave* and *The Analytics Revolution* "Packed with current case studies and examples, Russell shows where the money is in Big Data!" Jeff Tanner, Dean, Strome College of Business, Old Dominion University "Professor Walker's book takes a unique perspective by concentrating on the value of Big Data and the underlying monetization strategies and use cases. The book discusses modern sources of data and the underlying business opportunities backed by cases from innovative companies with entrenched data strategies. The concept of data fusion stands out as a strategy to benefit from data sources coming from a variety of different players. Equally impressive is the SIGMA scoring framework that positions a company with regard to Big Data readiness. I strongly recommend this book for anyone looking to innovate and influence Big Data decision-making." Diego Klabjan, Professor and Director, Master of Science in Analytics Program, Northwestern University "Walker does a wonderful job of describing the business relevance of the exploding range of new data sources, detailing how they can be 'fused' into unprecedented 'measurement data' about almost any aspect of the business environment and used to create highly differentiated new products and services." Blake Johnson, Consulting Professor, Management Science Engineering, Stanford University and Founder, Aztral, Inc. "Walker's lucid exposition is linked to real-world examples and cases that illustrate his main points, and seldom have theory and applications been linked in such detail. Case studies illustrate and explicate the development and implementation of a variety of business models to buttress the author's theoretical discussions. Particularly interesting is the discussion of how big data will require careful consideration of legal and business practices as they affect consumer privacy. A user's guide, this book is equally important for novice and sophisticated

readers." S. A. Schulman, CUNY Baruch College About the Author Russell Walker, Ph.D. is Clinical Associate Professor at the Kellogg School of Management, Northwestern University. Russell Walker has developed and taught leading executive programs on Big Data and Analytics, Strategic Data-Driven Marketing, Risk Management, and Global Leadership. He founded and teaches the popular Analytical Consulting Lab, which brings Kellogg MBAs together with real-world projects in Analytics and the use of Big Data. His is the author of the award-winning text *Winning with Risk Management* <http://www.ineering.com/Winning-Risk-Management-Financial-Engineering/dp/9814383880> and had also authored many popular business cases. He received his Ph.D. from Cornell University, where he studied catastrophic risk analysis. He also holds an MS from Cornell University, an Executive MBA from the Kellogg School of Management of Northwestern University. Dr. Walker consults with firms on the topics of Big Data and Analytics, Risk Management, and International Business Strategy. He was named Top 100 Most Influential Individuals in the Big Data Landscape by Onalytica in 2016.