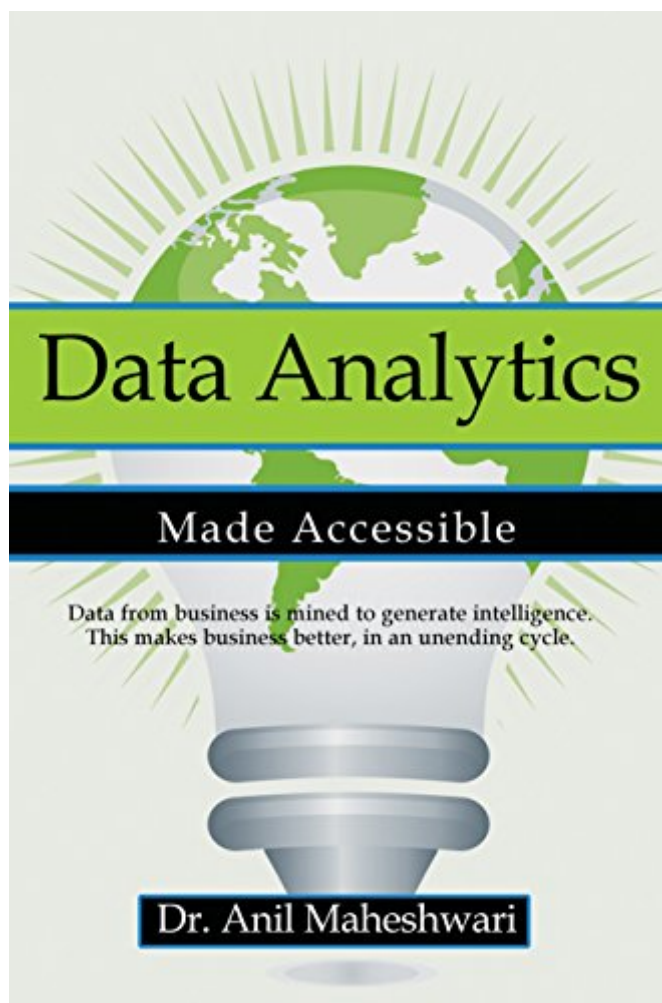


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Data Analytics Made Accessible: 2017 Edition



Synopsis

This book fills the need for a concise and conversational book on the growing field of Data Science. Easy to read and informative, this lucid book covers everything important, with concrete examples, and invites the reader to join this field. The chapters in the book are organized for a typical one-semester course. The book contains case-lets from real-world stories at the beginning of every chapter. There is also a running case study across the chapters as exercises. This book is designed to provide a student with the intuition behind this evolving area, along with a solid toolset of the major data mining techniques and platforms. Finally, it includes a tutorial for R platform. The book has proved very popular throughout the world. Many universities in the US, and around the world, have adopted it as a textbook for their courses. This 2017 edition has added four new chapters in response to the thoughts and suggestions expressed by many reviewers. Students across a variety of academic disciplines, including business, computer science, statistics, engineering, and others attracted to the idea of discovering new insights and ideas from data can use this as a textbook. Professionals in various domains, including executives, managers, analysts, professors, doctors, accountants, and others can use this book to learn in a few hours how to make sense of and develop actionable insights from the enormous data coming their way. This is a flowing book that one can finish in one sitting, or one can return to it again and again for insights and techniques.

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Book Information

File Size: 3953 KB

Print Length: 272 pages

Publication Date: May 1, 2014

Sold by:Â Digital Services LLC

Language: English

ASIN: B00K2I2JL8

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Enabled

Enhanced Typesetting: Not Enabled

Best Sellers Rank: #19,367 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #6 in Kindle Store > Kindle eBooks > Computers & Technology > Databases #8 in Kindle Store > Kindle eBooks > Business & Money > Industries > Information Management #18 in Books > Computers & Technology > Databases & Big Data > Data Mining

Customer Reviews

It covered a lot of ground, mostly practical, a bit theoretical. Therefore, it couldn't go really deep on any one subject, but it provided an excellent overview. Nice for executives or practitioners.

A must read for anybody that wants to wander into the data analysis world. Everything you need to know about Big Data Analytics minus all the things you don't. Some books are 500 pages of baloney and a pain to read. This book is an easy enlightening read, a very nice overview of the subject, going deep when necessary but concise and to the point, with good examples and exercises that will help you grasp the concepts and the ideas. Thanks to the author and my most sincere respect for putting it all in one place.

The book covers all aspects of Big Data Analytics in a nutshell. The book is very well categorized into several sections and each section contains chapters related to various aspects of Data Analytics. Moreover, I really enjoyed learning about various data mining techniques like Decision trees, regression, ANN, Cluster Analysis & Association rule mining etc. I would definitely recommend this book to everyone interested in learning about Data Analytics from scratch and would say it is the best resource available among all other Data Analytics books.

Actually working with codes and Web application development frameworks made me think about something different in the field of Data Engineering. I consulted with my professor and he suggested me to start journey towards the data science, I need to first study the "Data Analytics". But I was confused about which book do I select? Which book do I follow? and one of my friend suggested me to try this book. When I went through this book, I was able to learn different

algorithms and techniques in the field of Data Mining and machine learning. Awesome Book! I would like to recommend this book.

The content of the book is definitely informative about data analytics. I really like the way the progression goes with each chapter. It started with some introduction and move up to the detailed discussion of data analytics and big data. The way the topics in each chapters was discussed is easy to understand and in a good phasing. If you are someone who is looking to learn data analytics, whether you already have some background on it or someone who's just beginning to learn, this book will definitely help you understand the topic.

This book actually reveals what it is for. Simple, accurate and ready to move on from chapter one. Great examples and worthy to read and actually anyone can complete this book without any hassle (not so tedious and boring). Concise and highlights on important topics. Great book on big data data analytics. Definitely one of the best buy for me.

The book gives you a complete picture of what data analytics and it's importance in various business domains. Caselet example in each chapter also gives you over all idea of the chapter's practical application in real life. It talks about current challenges in managing big data and security/privacy issues. Over all, I found this book very useful and concise reference for test preparations. It is excellent in covering many practical concepts about data analytics.

This book is great. Very easy to understand the core concept of data analytic. This book shows the big picture of data power and its need for the current competitive market with a lot of real scenario examples. The best thing that I found in this book is solved problems. The problem can be solved by using analysis tools but we do not get what is going under the hood. It explains very clearly where, when and how to use different data analysis techniques and tools. I would say that this book is a gateway to the world of Data.

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