Predictive Analytics, Data Mining and Big Data: Myths, Misconceptions and Methods (Business in the Digital Economy)

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Predictive analytics, big data, and data mining are key topics for organizations who want to leverage the ever increasing amounts of data that organizations hold about their customers and other individuals. This easy to read, in-depth guide provides readers with a solid understanding of data and data trends, the opportunities that it can offer to businesses, the pitfalls and dangers, and a contextual road map for developing solutions that deliver benefits to their organizations. This how-to-guide will help managers to make the most of these technologies in their business area.

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