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I never planned on writing a second book ("Big Data MBA: Driving Business Strategies with Data Science"). Heck, I thought writing one book was enough to check this item off of my bucket

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list. But so much has changed since I wrote my first book that I felt compelled to continue to explore this once-in-a-lifetime opportunity for organizations to leverage data and analytics to transform their ...

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Bill Schmarzo's Big Data MBA is a must-read for everyone that is trying to determine how big data can be introduced in his/her

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business. The main lesson for me is that big data and analytics should start with the current needs of the business.

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Bill Schmarzo, CTO of Hitachi Vantara, on Driving Business Strategies with Data Science. Video file/slides here:
<https://www.dropbox.com/sh/sglvjh5urhz3n8x/A...>

Bill Schmarzo presenting "Big Data MBA: Driving Business

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Volvo's vehicular platform. The announcement indicates that Volvo and ...

Waymo And Volvo Form Exclusive Self-Driving Partnership

- Data Analysis and marketing analysis: Successfully leveraged data in driving more data-based business decisions. - Deep-dived into large and complex loyalty/transaction data using SQL, R and Tableau, analyzed customers' purchase behaviors and sales patterns, provided data insights and identified missed promotion/marketing opportunities.

Mandy (Pei-Ying) Huang, MBA, PMP - Loyalty Analyst/ Data ...

Driving operating model transformation enabled by S4 Hanna and Microsoft solution deployed across Finance, HR and Procurement Experienced directing complex changes in business

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