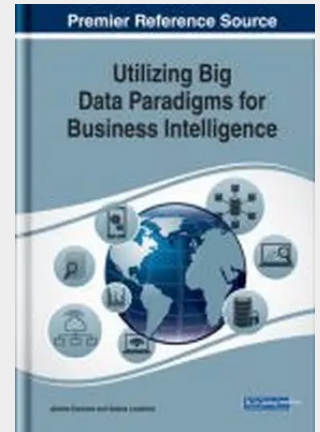


Utilizing Big Data Paradigms for Business Intelligence

Because efficient compilation of information allows managers and business leaders to make the best decisions for the financial solvency of their organizations, data analysis is an important part of modern business administration. Understanding the use of analytics, reporting, and data mining in everyday business environments is imperative to the success of modern businesses. Utilizing Big Data Paradigms for Business Intelligence is a pivotal reference source that provides vital research on how to address the challenges of data extraction in business intelligence using the five "Vs" of big data: velocity, volume, value, variety, and veracity. This book is ideally designed for business analysts, investors, corporate managers, entrepreneurs, and researchers in the fields of computer science, data science, and business intelligence.



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