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This book provides a business-hardened framework with supporting methodology and hands-on exercises that will help business users to not only identify where and how to leverage big data for business advantage, but will also provide guidelines for operationalizing the analytics, setting up the right organizational structure, and driving the analytic insights throughout the organization's user experience to both customers and front-line employees.

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The Big Data MBA: Driving Business Strategies with Data Science The "Dean of Big Data," Bill Schmarzo, provides an overview of some of the most

salient points from his new book, Big Data MBA.

The Big Data MBA: Driving Business Strategies with Data ...

In the past five years, most schools big and not-so-big have launched specialized master's in business analytics or concentrations, certificates, and other approaches that give those looking to work in fintech or data science or management analysis or any number of occupations a plethora of choices in the space.

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