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## Week 11 Reading Summaries

### Big Data and Business

#### *Big Data: 6 Real-Life Business Cases*

Businesses are increasingly using Big Data to inform their selling strategies, financial decisions, maintenance dispatch, and understanding of their targeted market to become more efficient.

#### *The 18 Best Analytic Tools Every Business Manager Should Know*

Identifies 18 analytic processes businesses can use to extract and examine data that can help the business to understand their customers, models, success and financial trends better.

#### *Predictive Analytics, Big Data, and How to Make Them Work for You*

Though we have only “scratched the surface” with our current predictive analytics, Rob Marvin believes that these models that help identify and predict our business trends and outcomes will continue to improve.

#### *Four Ways Big Data Will Change Every Business*

Each business, big or small, is going to be effected by Big Data, and if they get a good start on implementing it now, it can be a great asset to help companies become more efficient.