

Big Data: 6 Real-Life Business Cases: Gives a brief overview of 6 things you can use to help your business. Most of them are to increase efficiency and/or understand customer better.

The 18 Best Analytic Tools Every Business Manager Should Know: Gives vague ways you could incorporate analytic tools into your business. It gives a brief overview of it and what each one does.

Predictive Analytics, Big Data, and How to Make Them Work for You: Detailed article about what goes into predictive analytics and what it provides. It later gives examples of what it is useful and how to implement.

Four Ways Big Data Will Change Every Business: Gives a brief overview about data through the lens of the business. Most businesses are doing/will be doing this in the future with data.