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1. [Big Data: 6 Real-Life Business Cases](#)
 - a. Data has been used successfully in the past to increase efficiency, hiring effectiveness, and customer loyalty, and improve targeted marketing, proactive maintenance, and decrease spending.
2. [The 18 Best Analytic Tools Every Business Manager Should Know](#)
 - a. Data analytics are used to identify problems, see relationships between variables, test potential options, find meaning in data, isolate variables, identify behaviors, and optimize business.
3. [Predictive Analytics, Big Data, and How to Make Them Work for You](#)
 - a. Predictive analytics capture customer data and use it to make educated guesses on which customers will like each item and advertise to each person specifically.
4. [Four Ways Big Data Will Change Every Business](#)
 - a. Businesses will use customer data to improve sales and company efficiency, while also allowing customers to see what data is collected and sometimes use it.