

Week 11 PRAXIS Summaries

Big Data: 6 Real-Life Business Cases

73% of businesses are investing in Big Data to improve the customer experience and process efficiency. Some examples where more data has been particularly useful is HR management and financial forecasting.

The 18 Best Analytic tools Every Business Manager Should Know

Business analytics tools are being used for various analyses and visual display of data.

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

Predictive analytics, which are a variety of statistical techniques based on data that try to find patterns and correlations in past data, are being used to improve data through advanced segmentation, people analytics, and smart software.

Four Ways Big Data Will Change Every Business

EVERY business will profit from using data to make more informed decisions about their customer base, improving efficiency in multiple areas, and improve product satisfaction.