Weekly Reading Summaries – Week 11

• Lisa Morgan, Big Data: 6 Real-Life Business Cases, Information Week (August 30, 2016)
  o Tells of the optimizations and improvements big data brings to businesses and give examples such as optimizing the workforce.

  o Describes eighteen different methods businesses can use to analyze data to help a business. One being voice analysis where dialog is collected and analyzed.

• Rob Marvin, “Predictive Analytics, Big Data, and How to Make Them Work for You,” pcmag.com (July 12, 2016)
  o This article describes how data analytics are being used to help predict outcomes, identifying opportunities, and personalize messaging/marketing.

  o Big data is and will change how businesses will run. From the smallest to the largest companies, big data will be an integral part in how they operate.