

Weekly Reading Summaries – Week 11

- Lisa Morgan, Big Data: 6 Real-Life Business Cases, Information Week (August 30, 2016)
 - Tells of the optimizations and improvements big data brings to businesses and give examples such as optimizing the workforce.
- Bernard Marr, “The 18 Best Analytic Tools Every Business Manager Should Know,” Forbes.com (February 4, 2016)
 - 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)
 - This article describes how data analytics are being used to help predict outcomes, identifying opportunities, and personalize messaging/marketing.
- Bernard Marr, “Four Ways Big Data Will Change Every Business,” Forbes.com (September 8, 2015)
 - 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.