

Application of Big Data and Business Analytics

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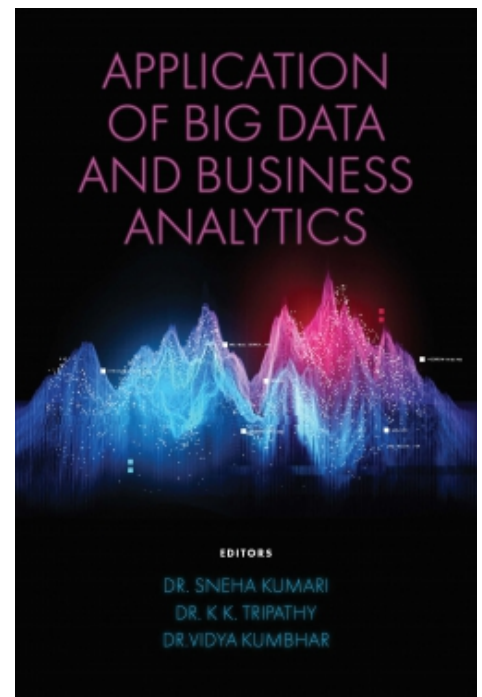
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About the Book

Application of Big Data and Business Analytics uses advanced analytic tools to explore the solutions to problems in society, environment and industry. The chapters within bring together researchers, engineers and practitioners, encompassing a wide and diverse set of topics in almost every field.

With the increase in the availability of data, analytics has now become a major element in both the top line and the bottom line of any organization. With this in mind, *Application of Big Data and Business Analytics* brings together researchers, engineers and practitioners, encompassing a wide and diverse set of topics in almost every field.

The primary target audience of this book includes researchers, academicians and data scientists from a variety of disciplines interested in analyzing and application of big data analytics. However, this work will also be of general interest to postgraduates and undergraduates pursuing advanced study in big data.



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