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Using Big Data Analytics For Business To Increase
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MATTHEW ADAMS

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In Data Analytics: Using Big Data Analytics For Business To Increase Profits And Create Happy Customers, Matthew Adams reveals the reality of the big data analytics world, and outlines clear and actionable steps that will equip the reader with the tools needed for this next phase of human evolution. This book contains proven steps and strategies on how to use everyday data analytics for business to increase profitability and customer satisfaction. Thinking bigger is an essential trait for anyone who wants to ensure that their company isn't left in the dust. This book will give you a clear understanding, blueprint, and step-by-step approach to building your own data science strategy. In addition, the book offers guidance on how to ensure security, and respect the privacy rights of consumers. The book includes discussions of:

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