

# Enterprise Big Data Engineering, Analytics, and Management

Part of the Advances in Business Information Systems and Analytics (ABISA) Book Series

Martin Atzmueller (University of Kassel, Germany), Samia Oussena (University of West London, UK) and Thomas Roth-Berghofer (University of West London, UK)

## Description:

The significance of big data can be observed in any decision-making process as it is often used for forecasting and predictive analytics. Additionally, big data can be used to build a holistic view of an enterprise through a collection and analysis of large data sets retrospectively. As the data deluge deepens, new methods for analyzing, comprehending, and making use of big data become necessary.

**Enterprise Big Data Engineering, Analytics, and Management** presents novel methodologies and practical approaches to engineering, managing, and analyzing large-scale data sets with a focus on enterprise applications and implementation. Features essential big data concepts including data mining, artificial intelligence, and information extraction, this publication provides a platform for retargeting the current research available in the field.

## Readers:

Data analysts, IT professionals, researchers, and graduate-level students will find the timely research presented in this publication essential to furthering their knowledge in the field.

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## Topics Covered:

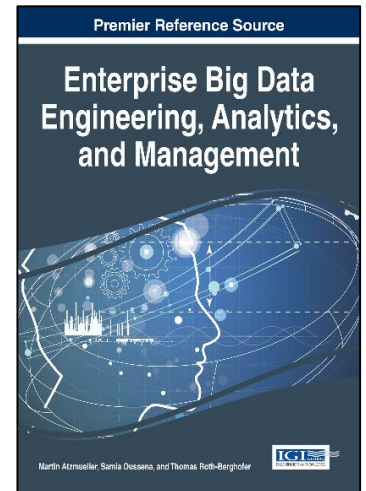
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- Predictive Analytics
- Social Network Analytics
- Strategy Development

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*Burkhardt Funk, Leuphana University, Germany*

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*Dikshith Siddapura, ABB Corporate Research Center, Germany*

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*Martin Hollender, ABB Corporate Research Center, Germany*

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About the Contributors

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Martin Atzmueller is adjunct professor (Privatdozent) at the University of Kassel and heads the Ubiquitous Data Mining Team at the Research Center for Information System Design (ITeG), Hertie Chair for Knowledge and Data Engineering. His research areas include data mining, ubiquitous social computing, web and network science, machine learning, and Big Data. He earned his habilitation (Dr. habil.) in 2013 at the University of Kassel, and received his Ph.D. in Computer Science from the University of Wuerzburg in 2006. He studied Computer Science at the University of Texas at Austin (USA) and at the University of Wuerzburg where he completed his MSc in Computer Science.