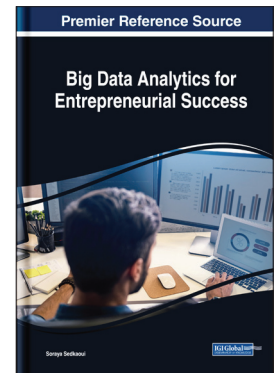


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Soraya Sedkaoui (Khemis Miliana University, Algeria & University of Montpellier, France)

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**Big Data Analytics for Entrepreneurial Success** provides emerging perspectives on the theoretical and practical aspects of data analysis tools and techniques within business applications. Featuring coverage on a broad range of topics such as algorithms, data collection, and machine learning, this publication provides concrete examples and case studies of successful uses of data-driven projects as well as the challenges and opportunities of generating value from data using analytics. It is ideally designed for entrepreneurs, researchers, business owners, managers, graduate students, academicians, software developers, and IT professionals seeking current research on the essential tools and technologies for organizing, analyzing, and benefiting from big data.



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