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Therefore, big data is the capability to manage a huge volume of disparate data, at the right speed, and within the right time frame to allow real-time analysis and reaction. Big data is typically broken down by three characteristics: Volume: How much data. Velocity: How fast that data is processed. Variety: The various types of data.

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Big data can be a complex concept. For Dummies to the rescue! Here's a plain-English explanation of what big data is (and isn't), the technology and database options supporting it, analytics that help you get meaning from your data, how to manage it, and what it can do for your company.

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Data sets such as customer transactions for a mega-retailer, weather patterns monitored by meteorologists, or social network activity can quickly outpace the capacity of traditional data management tools.

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For Dummies, IBM Limited Edition (John Wiley & Sons, Inc., 2008). Marcia A. Kaufman is a founding Partner and COO of Hurwitz & Associates, a research and consulting firm focused on emerging technology, including cloud computing, big data, analytics, software development, service management, and security and governance.

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Big Data For Dummies. 3.31 (158 ratings by Goodreads) Paperback. For Dummies. English. By (author) Judith S. Hurwitz , By (author) Alan Nugent , By (author) Fern Halper , By (author) Marcia Kaufman. Share. Find the right big data solution for your business or organization Big data management is one of the major challenges facing business, industry, and not-for-profit organizations.

[Big Data For Dummies : Judith S. Hurwitz : 9781118504222](#)

Big Data For Dummies (For Dummies (Computers))The bulk of this book is taken up by describing the activities that have been in practice within the datawarehouse community for many years. It turns out that 'Big-Data' is the latest name to be given to unstructured data such a text documents.

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The "for dummies" is a misleading part of the title, the underlying big data technologies are far from being simplistic and easy to grasp. Other than that, the book is a great overview of the field, and a good big data myth breaker. As it usually the case with IT, the ideas covered are logical evolution of the digital world.

[Big Data for Dummies by Judith Hurwitz - Goodreads](#)

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At its core, big data is a way of describing data problems that are unsolvable using traditional tools ìbecause of the volume of data involved, the variety of that data, or the time constraints faced by those trying to use that data. Hadoop emerged as an untraditional tool to s...

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6Big Data Analytics For Dummies, Alteryx Special Edition Big Data are high-volume, high-velocity, and/or high-variety information assets that require new forms of processing to enable enhanced decision making, insight discovery and process optimization.

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