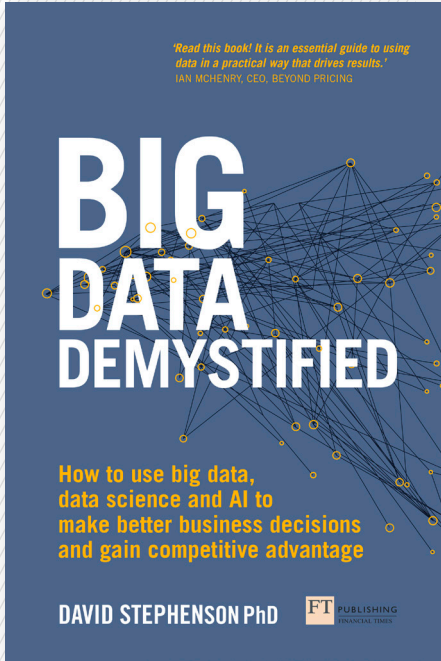


NEW
BOOK

The key to big data success?
Informed business leaders

BRIDGING THE KNOWLEDGE GAP TO HELP BUSINESS LEADERS GAIN REAL VALUE FROM 'BIG DATA', DATA SCIENCE AND AI



Big Data Demystified: How to use big data, data science and AI to make better business decisions and gain competitive advantage by Dr David Stephenson is out now, published by FT Publishing, priced £16.99.

"Big Data" is one of the major business buzzwords of the last decade. Lots of businesses have jumped on the trend, investing in powerful software and data science expertise to make use of the wealth of data that is available. What's more, big data has provided the crucial foundation for the recent advances in applied data science and the remarkable breakthroughs in Artificial Intelligence.

So why is it that so many companies fail to see real returns from their investment in big data? Quite simply, because there is still a major gap in the knowledge of senior decision makers about the opportunities big data really brings, and how to capitalise on them.

Big Data Demystified is the practical new guide for people who want to get ahead in business by using big data, AI and data science. It bridges the gap between data scientists and decision makers, demystifying the technical jargon to allow even technophobe business leaders to make better decisions and gain a competitive advantage from data.

The author, Dr David Stephenson, is an internationally recognised expert and speaker on big data analytics, and held a global

leadership role within eBay's global data and analytics team as it pioneered the use of big data systems to maximize business benefit. In *Big Data Demystified*, he shares his expertise to help business leaders understand what big data can do for them without complex data jargon. It offers:

- Interesting examples and case studies from businesses like Google, Target and Netflix
- Practical advice on how to build a data team
- Tips on choosing the best and most cost-effective technologies
- A useful guide to shaping business strategy around data
- A comprehensive glossary of data terms that will help even technophobes talk the language of a data scientist

Big Data Demystified isn't written to turn you into a data scientist, but it will help you understand what big data can do for your business. At a time when data is set to drive the fourth industrial revolution and shape the future of business, understanding big data is the key to your success.

ABOUT THE AUTHOR

David Stephenson PhD is an internationally recognised expert and frequent keynote speaker in the fields of data science and big data analytics. He has formed and led global analytics programmes within US and European companies including eBay and Axel Springer.

He has been a consultant on additional data projects for a range of companies and has worked in a broad assortment of sectors, including e-commerce, capital markets, insurance, travel & tourism, risk-management, and online publishing. He has been an expert advisor to top-tier investment, private equity and management consulting firms.

EXCLUSIVE ARTICLES AND INTERVIEWS AVAILABLE:



Dr David Stephenson

Dr David Stephenson is an international recognised expert and speaker in the fields of data science and big data analytics. He is available for expert comment, interview and by-lined articles on a number of different change topics, including:

Data Essentials: What every business leader needs to know about data

Recruiting a data team for your company

Data Disasters: The top reasons why data initiatives fail

The Customer Profile: What data should you be collecting?

How to get the best value out of your data scientists

Surviving the Fourth Industrial Revolution: How to become a data driven company