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Big Data in Practice - Bernard Marr
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Big Data: Using SMART Big Data, Analytics and Metrics To ...
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exporting results, social data can be combined with other customer data, data from the growing range of wearable devices, or from other “connected” devices (a.k.a. the internet of things, or IoT). Combining these powerful data sets creates an even more accurate and nuanced view of your company’s activities both online and offline, as well ...5 Steps for Turning Big Data into Smart Data Big Data is commonly described as using the five Vs: value, variety, volume, velocity, veracity. A reduction in “volume” takes place with Smart Data. Only useful information for solving the problem is presented. Variety may, or may not, be reduced, depending on the screening process used in filtering the data. Big Data vs. Smart Data - DATAVERSITY Smart data is big data

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