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INTRODUCTION TO BIG DATA
ANALYTICS

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PREFACE

Introduction to Big Data Analytics is a fast expanding topic with applications in a wide range of industries, including healthcare, medicine, advertising, marketing, and sales. This book focuses on all areas of Big Data Analytics and covers the whole subject. Big data has the huge amounts of organized, semi-structured, and unstructured data that may be mined for information. The true strength rests not just in having massive amounts of data, but also in what insights can be gleaned from this data to enable better and quicker judgments. This book big data analytics provides a thorough examination of the principles and practices of big data, Hadoop, and analytics.

It focuses on concepts, methods, and practices that are applicable to any technological environment or industry, and it builds a foundation that may be expanded upon with more real-world experience. This book is intended to be a handy reckoner for both novices and professionals working in the subject. Hadoop, MapReduce, Data Streams, NoSQL systems (Pig, Hive), and Applications are among the topics addressed. The modern big data techniques and technology, as well as its evidentiary value in business.

Here it investigates the role of analytics tools and big data approaches in strengthening organizations to meet today's information concerns, and it demonstrates how businesses may adopt big data for productive business operations. Beginners in computer science and engineering, information technology, and related subjects can benefit from the book. It will be valuable to software developers as well. And in-depth coverage of Big Data NoSQL Big Data Hadoop and ecosystem technologies like MapReduce, Hive, Pig, and Streaming. Finally, Applications on Big Data Using Pig and Hive, Data Processing Operators in Pig, Hive services, HiveQL, Querying Data in Hive, foundations of HBase and ZooKeeper, IBM InfoSphere BigInsights and Streams are offered to broaden understanding.