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Microsoft Big Data Solutions-Adam Jorgensen 2014-03-10 Explains how to use HDInsight along with HortonWorks Data Platform for Windows to store, manage, analyze, and share Big Data throughout the enterprise. Original.

Data Lake Analytics on Microsoft Azure-Harsh Chawla 2020-11-15 Get a 360-degree view of how the journey of data analytics solutions has evolved from monolithic data stores and enterprise data warehouses to data lakes and modern data warehouses. You will This book includes comprehensive coverage of how: To architect data lake analytics solutions by

choosing suitable technologies available on Microsoft Azure The advent of microservices applications covering ecommerce or modern solutions built on IoT and how real-time streaming data has completely disrupted this ecosystem These data analytics solutions have been transformed from solely understanding the trends from historical data to building predictions by infusing machine learning technologies into the solutions Data platform professionals who have been working on relational data stores, non-relational data stores, and big data technologies will find the content in this book useful. The book also can help you start your journey into the data engineer world as it provides an overview of advanced data analytics and touches on data science concepts and various artificial intelligence and machine learning technologies available on Microsoft Azure. What Will You Learn You will understand the: Concepts of data lake analytics, the modern data warehouse, and advanced data analytics Architecture patterns of the modern data warehouse and advanced data analytics solutions Phases—such as Data Ingestion, Store, Prep and Train, and Model and Serve—of data analytics solutions and technology choices available on Azure under each phase In-depth coverage of real-time and batch mode data analytics solutions architecture Various managed services available on Azure such as Synapse analytics, event hubs, Stream analytics, CosmosDB, and managed Hadoop services such as Databricks and HDInsight Who This Book Is For Data platform professionals, database architects, engineers, and solution architects

Foundations of Data Science-Avrim Blum 2020-01-31 Covers mathematical and algorithmic foundations of data science: machine learning, high-dimensional geometry, and analysis of large networks.

Big Data Analytics With Microsoft Hdinsight in 24 Hours-Manpreet Singh 2015-08-04 Sams Teach Yourself Big Data Analytics with Microsoft

HDInsight in 24 Hours In just 24 lessons of one hour or less, Sams Teach Yourself Big Data Analytics with Microsoft HDInsight in 24 Hours helps you leverage Hadoop's power on a flexible, scalable cloud platform using Microsoft's newest business intelligence, visualization, and productivity tools. This book's straightforward, step-by-step approach shows you how to provision, configure, monitor, and troubleshoot HDInsight and use Hadoop cloud services to solve real analytics problems. You'll gain more of Hadoop's benefits, with less complexity-even if you're completely new to Big Data analytics. Every lesson builds on what you've already learned, giving you a rock-solid foundation for real-world success. Practical, hands-on examples show you how to apply what you learn Quizzes and exercises help you test your knowledge and stretch your skills Notes and tips point out shortcuts and solutions Learn how to... · Master core Big Data and NoSQL concepts, value propositions, and use cases · Work with key Hadoop features, such as HDFS2 and YARN · Quickly install, configure, and monitor Hadoop (HDInsight) clusters in the cloud · Automate provisioning, customize clusters, install additional Hadoop projects, and administer clusters · Integrate, analyze, and report with Microsoft BI and Power BI · Automate workflows for data transformation, integration, and other tasks · Use Apache HBase on HDInsight · Use Sqoop or SSIS to move data to or from HDInsight · Perform R-based statistical computing on HDInsight datasets · Accelerate analytics with Apache Spark · Run real-time analytics on high-velocity data streams · Write MapReduce, Hive, and Pig programs Register your book at informit.com/register for convenient access to downloads, updates, and corrections as they become available.

Cloud Analytics with Microsoft Azure-Has Altaiar 2019-11-22 Leverage the power of Azure to get efficient data insights from your big data in real time Key Features Explore the basics of cloud analytics using Azure Discover different ways to process and visualize your data easily

Learn to use Azure Synapse Analytics (formerly known as Azure SQL Data Warehouse) to derive real-time customer insights Book Description With data being generated at an exponential speed, organizations all over the world are migrating their infrastructure to the cloud. Application management becomes much easier when you use a cloud platform to build, manage, and deploy your services and applications. Cloud Analytics with Microsoft Azure covers all that you need to extract useful insights from your data. You'll explore the power of data with big data analytics, the Internet of Things (IoT), machine learning, artificial intelligence, and DataOps. You'll also delve into data analytics by studying use cases that focus on creating actionable insights from near-real-time data. As you advance, you'll learn to build an end-to-end analytics pipeline on the cloud with machine learning and deep learning concepts. By the end of this book, you'll have developed a solid understanding of data analytics with Azure and its practical implementation. What you will learn Explore the concepts of modern data warehouses and data pipelines Discover different design considerations while applying a cloud analytics solution Design an end-to-end analytics pipeline on the cloud Differentiate between structured, semi-structured, and unstructured data Choose a cloud-based service for your data analytics solutions Use Azure services to ingest, store and analyze data of any scale Who this book is for If you're planning to adopt the cloud analytics model for your business, this book will help you understand the design and business considerations that you must keep in mind. Though not necessary, a basic understanding of data analytics concepts such as data streaming, data types, the machine learning life cycle, and Docker containers will help you get the most out of the book.

Predictive Analytics with Microsoft Azure Machine Learning 2nd Edition-Valentine Fontama 2015-08-26 Predictive Analytics with Microsoft Azure Machine Learning, Second Edition is a practical tutorial introduction to the

field of data science and machine learning, with a focus on building and deploying predictive models. The book provides a thorough overview of the Microsoft Azure Machine Learning service released for general availability on February 18th, 2015 with practical guidance for building recommenders, propensity models, and churn and predictive maintenance models. The authors use task oriented descriptions and concrete end-to-end examples to ensure that the reader can immediately begin using this new service. The book describes all aspects of the service from data ingress to applying machine learning, evaluating the models, and deploying them as web services. Learn how you can quickly build and deploy sophisticated predictive models with the new Azure Machine Learning from Microsoft. What's New in the Second Edition? Five new chapters have been added with practical detailed coverage of: Python Integration – a new feature announced February 2015 Data preparation and feature selection Data visualization with Power BI Recommendation engines Selling your models on Azure Marketplace

Cloud Analytics with Microsoft Azure-Has Altaiar 2019-11-26 Leverage the power of Azure to get efficient data insights from your big data in real time Key Features Explore the basics of cloud analytics using Azure Discover different ways to process and visualize your data easily Learn to use Azure Synapse Analytics (formerly known as Azure SQL Data Warehouse) to derive real-time customer insights Book Description With data being generated at an exponential speed, organizations all over the world are migrating their infrastructure to the cloud. Application management becomes much easier when you use a cloud platform to build, manage, and deploy your services and applications. Cloud Analytics with Microsoft Azure covers all that you need to extract useful insights from your data. You'll explore the power of data with big data analytics, the Internet of Things (IoT), machine learning, artificial intelligence, and DataOps. You'll also delve into data analytics by studying use cases that focus on creating actionable

insights from near-real-time data. As you advance, you'll learn to build an end-to-end analytics pipeline on the cloud with machine learning and deep learning concepts. By the end of this book, you'll have developed a solid understanding of data analytics with Azure and its practical implementation. What you will learn Explore the concepts of modern data warehouses and data pipelines Discover different design considerations while applying a cloud analytics solution Design an end-to-end analytics pipeline on the cloud Differentiate between structured, semi-structured, and unstructured data Choose a cloud-based service for your data analytics solutions Use Azure services to ingest, store and analyze data of any scale Who this book is for If you're planning to adopt the cloud analytics model for your business, this book will help you understand the design and business considerations that you must keep in mind. Though not necessary, a basic understanding of data analytics concepts such as data streaming, data types, the machine learning life cycle, and Docker containers will help you get the most out

of the book.

Sams Teach Yourself-Manpreet Singh 2015 This is the Rough Cut version of the printed book. With The world of data is changing rapidly. The growing demands of end users (Consumerization of IT) and availability of new types of data (Data explosion - 85% of this new data is coming from new data types e.g. sensors, RFIDs, WebLogs, high-definition video streaming, oil and gas exploration etc.) is causing a widening gap between our ability to store vast amounts of data and our ability to get meaningful insight and drive decision making based on this vast amount of data. This data explosion, combined with the fact that the cost of storage has practically gone to zero has landed us in a world where we need to have the ability to store all this data and get insight into it. This makes sense for companies to make better business decisions by enabling data scientists and other users to analyze huge volumes of transaction data as well as other data sources that may be

left untapped by traditional business intelligence (BI) programs. On the analytics front there is a shift from traditional BI to predictive analytics as well - traditional BI helps customers to understand what has happened in past (rear view mirror) whereas predictive analysis allows customer to understand what would happen in future (forward-looking view). Predictive analysis has been effective in areas such as fraud detection, sales targeting, customer churn analysis, Ad Placement to increase revenue etc. This book is going to cover in detail about storing vast amount of data (big data) on hadoop on windows (in Windows Azure platform) and getting insight into it with familiar Microsoft BI tools. It addresses questions such as, "What is Big Data and how can Hadoop be used by an organization to tap into it? What are some of the important tools and technologies around the Hadoop ecosystem and Microsoft's partnership with Hortonworks?" From this book you will learn: Ease of installation, configuration and monitoring of Hadoop (HDInsight) cluster on cloud platform; Distributed storage and processing of unstructured data or big data; Programming to do big data analytics with MapReduce, Hive, PIG; Integration of Hadoop with Microsoft BI (MSBI) tools; Analyze and create visualization reports your with Microsoft Power BI.

Principles of Data Science-Sinan Ozdemir 2016-12-16 Learn the techniques and math you need to start making sense of your data About This Book Enhance your knowledge of coding with data science theory for practical insight into data science and analysis More than just a math class, learn how to perform real-world data science tasks with R and Python Create actionable insights and transform raw data into tangible value Who This Book Is For You should be fairly well acquainted with basic algebra and should feel comfortable reading snippets of R/Python as well as pseudo code. You should have the urge to learn and apply the techniques put forth in this book on either your own data sets or those provided to you. If you have the

basic math skills but want to apply them in data science or you have good programming skills but lack math, then this book is for you. What You Will Learn Get to know the five most important steps of data science Use your data intelligently and learn how to handle it with care Bridge the gap between mathematics and programming Learn about probability, calculus, and how to use statistical models to control and clean your data and drive actionable results Build and evaluate baseline machine learning models Explore the most effective metrics to determine the success of your machine learning models Create data visualizations that communicate actionable insights Read and apply machine learning concepts to your problems and make actual predictions In Detail Need to turn your skills at programming into effective data science skills? Principles of Data Science is created to help you join the dots between mathematics, programming, and business analysis. With this book, you'll feel confident about asking—and answering—complex and sophisticated questions of your data to move from abstract and raw statistics to actionable ideas. With a unique approach that bridges the gap between mathematics and computer science, this books takes you through the entire data science pipeline. Beginning with cleaning and preparing data, and effective data mining strategies and techniques, you'll move on to build a comprehensive picture of how every piece of the data science puzzle fits together. Learn the fundamentals of computational mathematics and statistics, as well as some pseudocode being used today by data scientists and analysts. You'll get to grips with machine learning, discover the statistical models that help you take control and navigate even the densest datasets, and find out how to create powerful visualizations that communicate what your data means. Style and approach This is an easy-to-understand and accessible tutorial. It is a step-by-step guide with use cases, examples, and illustrations to get you well-versed with the concepts of data science. Along with explaining the fundamentals, the book will also introduce you to slightly advanced concepts later on and will help you implement

these techniques in the real world.

Beginning Big Data with Power BI and Excel 2013-Neil Dunlop 2015-10-04 In Beginning Big Data with Power BI and Excel 2013, you will learn to solve business problems by tapping the power of Microsoft's Excel and Power BI to import data from NoSQL and SQL databases and other sources, create relational data models, and analyze business problems through sophisticated dashboards and data-driven maps. While Beginning Big Data with Power BI and Excel 2013 covers prominent tools such as Hadoop and the NoSQL databases, it recognizes that most small and medium-sized businesses don't have the Big Data processing needs of a Netflix, Target, or Facebook. Instead, it shows how to import data and use the self-service analytics available in Excel with Power BI. As you'll see through the book's numerous case examples, these tools—which you already know how to use—can perform many of the same functions as the higher-end Apache tools many people believe are required to carry out in Big Data projects. Through instruction, insight, advice, and case studies, Beginning Big Data with Power BI and Excel 2013 will show you how to: Import and mash up data from web pages, SQL and NoSQL databases, the Azure Marketplace and other sources. Tap into the analytical power of PivotTables and PivotCharts and develop relational data models to track trends and make predictions based on a wide range of data. Understand basic statistics and use Excel with PowerBI to do sophisticated statistical analysis—including identifying trends and correlations. Use SQL within Excel to do sophisticated queries across multiple tables, including NoSQL databases. Create complex formulas to solve real-world business problems using Data Analysis Expressions (DAX).

Beginning Big Data with Power BI and Excel 2013-Neil Dunlop 2015-09-29 In Beginning Big Data with Power BI and Excel 2013, you will learn to solve business problems by tapping the

power of Microsoft's Excel and Power BI to import data from NoSQL and SQL databases and other sources, create relational data models, and analyze business problems through sophisticated dashboards and data-driven maps. While Beginning Big Data with Power BI and Excel 2013 covers prominent tools such as Hadoop and the NoSQL databases, it recognizes that most small and medium-sized businesses don't have the Big Data processing needs of a Netflix, Target, or Facebook. Instead, it shows how to import data and use the self-service analytics available in Excel with Power BI. As you'll see through the book's numerous case examples, these tools—which you already know how to use—can perform many of the same functions as the higher-end Apache tools many people believe are required to carry out in Big Data projects. Through instruction, insight, advice, and case studies, Beginning Big Data with Power BI and Excel 2013 will show you how to: Import and mash up data from web pages, SQL and NoSQL databases, the Azure Marketplace and other sources. Tap into the analytical power of PivotTables and PivotCharts and develop relational data models to track trends and make predictions based on a wide range of data. Understand basic statistics and use Excel with PowerBI to do sophisticated statistical analysis—including identifying trends and correlations. Use SQL within Excel to do sophisticated queries across multiple tables, including NoSQL databases. Create complex formulas to solve real-world business problems using Data Analysis Expressions (DAX).

Mastering Azure Analytics-Zoiner Tejada 2017-04-06 Helps users understand the breadth of Azure services by organizing them into a reference framework they can use when crafting their own big-data analytics solution.

Stream Analytics with Microsoft Azure-Anindita Basak 2017-12-01 Develop and manage effective real-time streaming solutions by leveraging the power of Microsoft Azure About

This Book Analyze your data from various sources using Microsoft Azure Stream Analytics Develop, manage and automate your stream analytics solution with Microsoft Azure A practical guide to real-time event processing and performing analytics on the cloud Who This Book Is For If you are looking for a resource that teaches you how to process continuous streams of data in real-time, this book is what you need. A basic understanding of the concepts in analytics is all you need to get started with this book What You Will Learn Perform real-time event processing with Azure Stream Analysis Incorporate the features of Big Data Lambda architecture pattern in real-time data processing Design a streaming pipeline for storage and batch analysis Implement data transformation and computation activities over stream of events Automate your streaming pipeline using Powershell and the .NET SDK Integrate your streaming pipeline with popular Machine Learning and Predictive Analytics modelling algorithms Monitor and troubleshoot your Azure Streaming jobs effectively In Detail Microsoft

Azure is a very popular cloud computing service used by many organizations around the world. Its latest analytics offering, Stream Analytics, allows you to process and get actionable insights from different kinds of data in real-time. This book is your guide to understanding the basics of how Azure Stream Analytics works, and building your own analytics solution using its capabilities. You will start with understanding what Stream Analytics is, and why it is a popular choice for getting real-time insights from data. Then, you will be introduced to Azure Stream Analytics, and see how you can use the tools and functions in Azure to develop your own Streaming Analytics. Over the course of the book, you will be given comparative analytic guidance on using Azure Streaming with other Microsoft Data Platform resources such as Big Data Lambda Architecture integration for real time data analysis and differences of scenarios for architecture designing with Azure HDInsight Hadoop clusters with Storm or Stream Analytics. The book also shows you how you can manage, monitor, and scale your solution for optimal performance. By

the end of this book, you will be well-versed in using Azure Stream Analytics to develop an efficient analytics solution that can work with any type of data. Style and approach A comprehensive guidance on developing real-time event processing with Azure Stream Analysis

Decision Analytics-Conrad George Carlberg 2013 Explains how to distil big data into manageable sets and use them to optimise business and investment decisions. Reveals techniques to improve a wide range of decisions, and use simple Excel charts to grasp the results. Includes downloadable Excel workbooks to adapt to your own requirements.

Big Data in Practice-Bernard Marr 2016-05-02 The best-selling author of Big Data is back, this time with a unique and in-depth insight into how specific companies use big data. Big data is on the tip of everyone's tongue. Everyone understands its power and importance, but many

fail to grasp the actionable steps and resources required to utilise it effectively. This book fills the knowledge gap by showing how major companies are using big data every day, from an up-close, on-the-ground perspective. From technology, media and retail, to sport teams, government agencies and financial institutions, learn the actual strategies and processes being used to learn about customers, improve manufacturing, spur innovation, improve safety and so much more. Organised for easy dip-in navigation, each chapter follows the same structure to give you the information you need quickly. For each company profiled, learn what data was used, what problem it solved and the processes put it place to make it practical, as well as the technical details, challenges and lessons learned from each unique scenario. Learn how predictive analytics helps Amazon, Target, John Deere and Apple understand their customers Discover how big data is behind the success of Walmart, LinkedIn, Microsoft and more Learn how big data is changing medicine, law enforcement, hospitality, fashion, science

and banking Develop your own big data strategy by accessing additional reading materials at the end of each chapter

Microsoft Access 2007 Data Analysis-Michael Alexander 2007-03-26 Chart a course for more effective data analysis with Access 2007. With this resource, you'll learn how Access 2007 offers powerful functionality that may be better suited to your data analysis needs. Learn to analyze large amounts of data in meaningful ways, quickly and easily slice it into various views, automate redundant analysis, and save time—all using Access. If you know a bit about table structures and formulas as well as data analysis, start thinking outside the chart.

Big Data Analytics: Systems, Algorithms, Applications-C.S.R. Prabhu 2019-10-14 This book provides a comprehensive survey of techniques, technologies and applications of Big Data and its analysis. The Big Data phenomenon is increasingly impacting all sectors of business and industry, producing an emerging new information ecosystem. On the applications front, the book offers detailed descriptions of various application areas for Big Data Analytics in the important domains of Social Semantic Web Mining, Banking and Financial Services, Capital Markets, Insurance, Advertisement, Recommendation Systems, Bio-Informatics, the IoT and Fog Computing, before delving into issues of security and privacy. With regard to machine learning techniques, the book presents all the standard algorithms for learning – including supervised, semi-supervised and unsupervised techniques such as clustering and reinforcement learning techniques to perform collective Deep Learning. Multi-layered and nonlinear learning for Big Data are also covered. In turn, the book highlights real-life case studies on successful implementations of Big Data Analytics at large IT companies such as Google, Facebook, LinkedIn and Microsoft. Multi-sectorial case studies on domain-based companies such as Deutsche Bank, the power

provider Opower, Delta Airlines and a Chinese City Transportation application represent a valuable addition. Given its comprehensive coverage of Big Data Analytics, the book offers a unique resource for undergraduate and graduate students, researchers, educators and IT professionals alike.

Introduction to Data Analytics Using Microsoft PowerBI-Syed Raza 2020 Microsoft Business Intelligence or Power BI is a suite of business analytics tools to analyze data and share insights. Monitor your business and get answers quickly with rich dashboards available on every device. Data Analytics field is growing exponentially! Learn Introduction to Data Analytics Using Power BI Online and Power BI Desktop Power BI (Microsoft Business Intelligence) offers basic data wrangling capabilities similar to Excel's Power Query. It also lets you create interactive visualizations, reports and dashboards with a few clicks or drag-and-drops; type natural-language questions about your data on a dashboard; and handle files that are too large for Excel. Power BI transforms your company's data into rich visuals for you to collect and organize so you can focus on what matters to you. Stay in the know, spot trends as they happen, and push your business further. It can work with dozens of data types -- not only Excel, Access and CSV files, but also Salesforce, Google Analytics, MailChimp, GitHub, QuickBooks Online and dozens of others. And, it will run R scripts -- meaning that any data you can pull in and massage via R you can import into Power BI We will use New York City Public Data Set as well as existing samples in Power BI So, if you are looking for new ways to seek insights and create powerful visualization on the fly, Power BI is the answer. You can transform your company's data into rich stunning easy to use visuals for you to collect and organize, so you can spot trends, collaborate in new ways, and make sense of your data. Increase your skills This course contains the following lessons: 1) Learn Data Analytics & Microsoft Business Intelligence concepts and application 2) Introduction to Power BI Online,

Power BI Desktop, and the Interface 3) Be able to Import data using both Power BI Online and Power BI Desktop 4) Learn the difference between Power BI Online Vs Power BI Desktop 5) Master the skill of transforming Big Data - Real World Data Set (New York City Public data set) 6) Create stunning visualization 7) Using Quick Insights & Analytics 8) Asking Questions from your Big Data using plain English language.... and much more What you'll learn - Understand how to use Power BI Online and Power BI Desktop - Perform Big Data Analytics using Real World Scenario - Transform Big Data and customize - Create Powerful Visualization based on Big Data - Sharing Dashboard with o...

Beginning Apache Spark Using Azure Databricks-Robert Ilijason 2020-06-11 Analyze vast amounts of data in record time using Apache Spark with Databricks in the Cloud. Learn the fundamentals, and more, of running analytics on large clusters in Azure and AWS, using Apache Spark with Databricks on top. Discover how to squeeze the most value out of your data at a mere fraction of what classical analytics solutions cost, while at the same time getting the results you need, incrementally faster. This book explains how the confluence of these pivotal technologies gives you enormous power, and cheaply, when it comes to huge datasets. You will begin by learning how cloud infrastructure makes it possible to scale your code to large amounts of processing units, without having to pay for the machinery in advance. From there you will learn how Apache Spark, an open source framework, can enable all those CPUs for data analytics use. Finally, you will see how services such as Databricks provide the power of Apache Spark, without you having to know anything about configuring hardware or software. By removing the need for expensive experts and hardware, your resources can instead be allocated to actually finding business value in the data. This book guides you through some advanced topics such as analytics in the cloud, data lakes, data ingestion, architecture, machine learning, and tools, including Apache Spark,

Apache Hadoop, Apache Hive, Python, and SQL. Valuable exercises help reinforce what you have learned. What You Will Learn Discover the value of big data analytics that leverage the power of the cloud Get started with Databricks using SQL and Python in either Microsoft Azure or AWS Understand the underlying technology, and how the cloud and Apache Spark fit into the bigger picture See how these tools are used in the real world Run basic analytics, including machine learning, on billions of rows at a fraction of a cost or free Who This Book Is For Data engineers, data scientists, and cloud architects who want or need to run advanced analytics in the cloud. It is assumed that the reader has data experience, but perhaps minimal exposure to Apache Spark and Azure Databricks. The book is also recommended for people who want to get started in the analytics field, as it provides a strong foundation.

Microsoft Azure Essentials Azure Machine Learning-Jeff Barnes 2015-04-25 Microsoft Azure Essentials from Microsoft Press is a series of free ebooks designed to help you advance your technical skills with Microsoft Azure. This third ebook in the series introduces Microsoft Azure Machine Learning, a service that a developer can use to build predictive analytics models (using training datasets from a variety of data sources) and then easily deploy those models for consumption as cloud web services. The ebook presents an overview of modern data science theory and principles, the associated workflow, and then covers some of the more common machine learning algorithms in use today. It builds a variety of predictive analytics models using real world data, evaluates several different machine learning algorithms and modeling strategies, and then deploys the finished models as machine learning web services on Azure within a matter of minutes. The ebook also expands on a working Azure Machine Learning predictive model example to explore the types of client and server applications you can create to consume Azure Machine Learning web services. Watch Microsoft Press's blog and Twitter (@MicrosoftPress) to learn about other free

ebooks in the Microsoft Azure Essentials series.

Data Analysis with Microsoft Power BI-Brian Larson 2020-01-03 Publisher's Note: Products purchased from Third Party sellers are not guaranteed by the publisher for quality, authenticity, or access to any online entitlements included with the product. Explore, create, and manage highly interactive data visualizations using Microsoft Power BI Extract meaningful business insights from your disparate enterprise data using the detailed information contained in this practical guide. Written by a recognized BI expert and bestselling author, Data Analysis with Microsoft Power BI teaches you the skills you need to interact with, author, and maintain robust visualizations and custom data models. Hands-on exercises based on real-life business scenarios clearly demonstrate each technique. Publishing your results to the Power BI Service (PowerBI.com) and Power BI Report Server are also fully covered. Inside, you will discover how to: •Understand Business Intelligence and self-service analytics •Explore the tools and features of Microsoft Power BI •Create and format effective data visualizations •Incorporate advanced interactivity and custom graphics •Build and populate accurate data models •Transform data using the Power BI Query Editor •Work with measures, calculated columns, and tabular models •Write powerful DAX language scripts •Share content on the PowerBI Service (PowerBI.com) •Store your visualizations on the Power BI Report Server

Cloud Analytics with Microsoft Azure-Has Altaiar 2019 Leverage the power of Azure to get efficient data insights from your big data in real time Key Features Explore the basics of cloud analytics using Azure Discover different ways to process and visualize your data easily Learn to use Azure Synapse Analytics (formerly known as Azure SQL Data Warehouse) to derive real-time customer insights Book Description With data being generated at an exponential speed, organizations all over the world are migrating

their infrastructure to the cloud. Application management becomes much easier when you use a cloud platform to build, manage, and deploy your services and applications. Cloud Analytics with Microsoft Azure covers all that you need to extract useful insights from your data. You'll explore the power of data with big data analytics, the Internet of Things (IoT), machine learning, artificial intelligence, and DataOps. You'll also delve into data analytics by studying use cases that focus on creating actionable insights from near-real-time data. As you advance, you'll learn to build an end-to-end analytics pipeline on the cloud with machine learning and deep learning concepts. By the end of this book, you'll have developed a solid understanding of data analytics with Azure and its practical implementation. What you will learn Explore the concepts of modern data warehouses and data pipelines Discover different design considerations while applying a cloud analytics solution Design an end-to-end analytics pipeline on the cloud Differentiate between structured, semi-structured, and unstructured data Choose a cloud-based service for your data analytics solutions Use Azure services to ingest, store and analyze data of any scale Who this book is for If you're planning to adopt the cloud analytics model for your business, this book will help you understand the design and business considerations that you must keep in mind. Though not necessary, a basic understanding of data analytics concepts such as data streaming, data types, the machine learning life cycle, and Docker containers will help you get the most out of the book.

Cloud Analytics with Microsoft Azure - Second Edition-Jack Lee 2021-01-20 Learn to extract actionable insights from your big data in real time using a range of Microsoft Azure features Key Features: Updated with the latest features and new additions to Microsoft Azure Master the fundamentals of cloud analytics using Azure Learn to use Azure Synapse Analytics (formerly known as Azure SQL Data Warehouse) to derive real-time customer insights Book

Description: Cloud Analytics with Microsoft Azure serves as a comprehensive guide for big data analysis and processing using a range of Microsoft Azure features. This book covers everything you need to build your own data warehouse and learn numerous techniques to gain useful insights by analyzing big data. The book begins by introducing you to the power of data with big data analytics, the Internet of Things (IoT), machine learning, artificial intelligence, and DataOps. You will learn about cloud-scale analytics and the services Microsoft Azure offers to empower businesses to discover insights. You will also be introduced to the new features and functionalities added to the modern data warehouse. Finally, you will look at two real-world business use cases to demonstrate high-level solutions using Microsoft Azure. The aim of these use cases will be to illustrate how real-time data can be analyzed in Azure to derive meaningful insights and make business decisions. You will learn to build an end-to-end analytics pipeline on the cloud with machine learning and deep learning concepts. By the end of this book, you will be proficient in analyzing large amounts of data with Azure and using it effectively to benefit your organization. What You Will Learn: Explore the concepts of modern data warehouses and data pipelines Discover unique design considerations while applying a cloud analytics solution Design an end-to-end analytics pipeline on the cloud Differentiate between structured, semi-structured, and unstructured data Choose a cloud-based service for your data analytics solutions Use Azure services to ingest, store, and analyze data of any scale Who this book is for: This book is designed to benefit software engineers, Azure developers, cloud consultants, and anyone who is keen to learn the process of deriving business insights from huge amounts of data using Azure. Though not necessary, a basic understanding of data analytics concepts such as data streaming, data types, the machine learning life cycle, and Docker containers will help you get the most out of the book.

Marketing Analytics-Wayne L. Winston

2014-01-13 Helping tech-savvy marketers and data analysts solve real-world business problems with Excel Using data-driven business analytics to understand customers and improve results is a great idea in theory, but in today's busy offices, marketers and analysts need simple, low-cost ways to process and make the most of all that data. This expert book offers the perfect solution. Written by data analysis expert Wayne L. Winston, this practical resource shows you how to tap a simple and cost-effective tool, Microsoft Excel, to solve specific business problems using powerful analytic techniques—and achieve optimum results. Practical exercises in each chapter help you apply and reinforce techniques as you learn. Shows you how to perform sophisticated business analyses using the cost-effective and widely available Microsoft Excel instead of expensive, proprietary analytical tools Reveals how to target and retain profitable customers and avoid high-risk customers Helps you forecast sales and improve response rates for marketing campaigns Explores how to optimize price points for products and services, optimize store layouts, and improve online advertising Covers social media, viral marketing, and how to exploit both effectively Improve your marketing results with Microsoft Excel and the invaluable techniques and ideas in Marketing Analytics: Data-Driven Techniques with Microsoft Excel.

Beginning Microsoft Power BI-Dan Clark 2020-02-21 Analyze company data quickly and easily using Microsoft's powerful data tools. Learn to build scalable and robust data models, clean and combine different data sources effectively, and create compelling and professional visuals. Beginning Power BI is a hands-on, activity-based guide that takes you through the process of analyzing your data using the tools that that encompass the core of Microsoft's self-service BI offering. Starting with Power Query, you will learn how to get data from a variety of sources, and see just how easy it is to clean and shape the data prior to importing it into a data model. Using Power BI tabular and the Data Analysis Expressions (DAX), you will

learn to create robust scalable data models which will serve as the foundation of your data analysis. From there you will enter the world of compelling interactive visualizations to analyze and gain insight into your data. You will wrap up your Power BI journey by learning how to package and share your reports and dashboards with your colleagues. Author Dan Clark takes you through each topic using step-by-step activities and plenty of screen shots to help familiarize you with the tools. This third edition covers the new and evolving features in the Power BI platform and new chapters on data flows and composite models. This book is your hands-on guide to quick, reliable, and valuable data insight. What You Will Learn Simplify data discovery, association, and cleansing Build solid analytical data models Create robust interactive data presentations Combine analytical and geographic data in map-based visualizations Publish and share dashboards and reports Who This Book Is For Business analysts, database administrators, developers, and other professionals looking to better understand and communicate with data

Data Lake Analytics- 2019

Big Data Analytics with Spark-Mohammed Guller 2015-12-29 Big Data Analytics with Spark is a step-by-step guide for learning Spark, which is an open-source fast and general-purpose cluster computing framework for large-scale data analysis. You will learn how to use Spark for different types of big data analytics projects, including batch, interactive, graph, and stream data analysis as well as machine learning. In addition, this book will help you become a much sought-after Spark expert. Spark is one of the hottest Big Data technologies. The amount of data generated today by devices, applications and users is exploding. Therefore, there is a critical need for tools that can analyze large-scale data and unlock value from it. Spark is a powerful technology that meets that need. You can, for example, use Spark to perform low latency computations through the use of efficient

caching and iterative algorithms; leverage the features of its shell for easy and interactive Data analysis; employ its fast batch processing and low latency features to process your real time data streams and so on. As a result, adoption of Spark is rapidly growing and is replacing Hadoop MapReduce as the technology of choice for big data analytics. This book provides an introduction to Spark and related big-data technologies. It covers Spark core and its add-on libraries, including Spark SQL, Spark Streaming, GraphX, and MLlib. Big Data Analytics with Spark is therefore written for busy professionals who prefer learning a new technology from a consolidated source instead of spending countless hours on the Internet trying to pick bits and pieces from different sources. The book also provides a chapter on Scala, the hottest functional programming language, and the program that underlies Spark. You'll learn the basics of functional programming in Scala, so that you can write Spark applications in it. What's more, Big Data Analytics with Spark provides an introduction to other big data technologies that are commonly used along with Spark, like Hive, Avro, Kafka and so on. So the book is self-sufficient; all the technologies that you need to know to use Spark are covered. The only thing that you are expected to know is programming in any language. There is a critical shortage of people with big data expertise, so companies are willing to pay top dollar for people with skills in areas like Spark and Scala. So reading this book and absorbing its principles will provide a boost—possibly a big boost—to your career.

Hands-On Data Science with SQL Server 2017-Marek Chmel 2018-11-29 Find, explore, and extract big data to transform into actionable insights Key Features Perform end-to-end data analysis--from exploration to visualization Real-world examples, tasks, and interview queries to be a proficient data scientist Understand how SQL is used for big data processing using HiveQL and SparkSQL Book Description SQL Server is a relational database management system that

enables you to cover end-to-end data science processes using various inbuilt services and features. Hands-On Data Science with SQL Server 2017 starts with an overview of data science with SQL to understand the core tasks in data science. You will learn intermediate-to-advanced level concepts to perform analytical tasks on data using SQL Server. The book has a unique approach, covering best practices, tasks, and challenges to test your abilities at the end of each chapter. You will explore the ins and outs of performing various key tasks such as data collection, cleaning, manipulation, aggregations, and filtering techniques. As you make your way through the chapters, you will turn raw data into actionable insights by wrangling and extracting data from databases using T-SQL. You will get to grips with preparing and presenting data in a meaningful way, using Power BI to reveal hidden patterns. In the concluding chapters, you will work with SQL Server integration services to transform data into a useful format and delve into advanced examples covering machine learning concepts such as predictive analytics using real-world examples. By the end of this book, you will be in a position to handle the growing amounts of data and perform everyday activities that a data science professional performs. What you will learn Understand what data science is and how SQL Server is used for big data processing Analyze incoming data with SQL queries and visualizations Create, train, and evaluate predictive models Make predictions using trained models and establish regular retraining courses Incorporate data source querying into SQL Server Enhance built-in T-SQL capabilities using SQLCLR Visualize data with Reporting Services, Power View, and Power BI Transform data with R, Python, and Azure Who this book is for Hands-On Data Science with SQL Server 2017 is intended for data scientists, data analysts, and big data professionals who want to master their skills learning SQL and its applications. This book will be helpful even for beginners who want to build their career as data science professionals using the power of SQL Server 2017. Basic familiarity with SQL language will aid with understanding the concepts covered

in this book.

IoT Solutions in Microsoft's Azure IoT Suite-
Scott Klein 2017-04-20 Collect and analyze
sensor and usage data from Internet of Things
applications with Microsoft Azure IoT Suite.
Internet connectivity to everyday devices such as
light bulbs, thermostats, and even voice-
command devices such as Google Home and
Amazon.com's Alexa is exploding. These
connected devices and their respective
applications generate large amounts of data that
can be mined to enhance user-friendliness and
make predictions about what a user might be
likely to do next. Microsoft's Azure IoT Suite is a
cloud-based platform that is ideal for collecting
data from connected devices. You'll learn in this
book about data acquisition and analysis,
including real-time analysis. Real-world examples
are provided to teach you to detect anomalous
patterns in your data that might lead to business
advantage. We live in a time when the amount of
data being generated and stored is growing at an
exponential rate. Understanding and getting real-
time insight into these data is critical to business.
IoT Solutions in Microsoft's Azure IoT Suite
walks you through a complete, end-to-end
journey of how to collect and store data from
Internet-connected devices. You'll learn to
analyze the data and to apply your results to
solving real-world problems. Your customers will
benefit from the increasingly capable and
reliable applications that you'll be able to deploy
to them. You and your business will benefit from
the gains in insight and knowledge that can be
applied to delight your customers and increase
the value from their business. What You'll Learn
Go through data generation, collection, and
storage from sensors and devices, both relational
and non-relational Understand, from end to end,
Microsoft's analytic services and where they fit
into the analytical ecosystem Look at the Internet
of your things and find ways to discover and
draw on the insights your data can provide
Understand Microsoft's IoT technologies and
services, and stitch them together for business
insight and advantage Who This Book Is For

Developers and architects who plan on delivering IoT solutions, data scientists who want to understand how to get better insights into their data, and anyone needing or wanting to do real-time analysis of data from the Internet of Things

Processing Big Data with Azure HDInsight-Vinit Yadav 2017-05-29 Get a jump start on using Azure HDInsight and Hadoop Ecosystem components. As most Hadoop and Big Data projects are written in either Java, Scala, or Python, this book minimizes the effort to learn another language and is written from the perspective of a .NET developer. Hadoop components are covered, including Hive, Pig, HBase, Storm, and Spark on Azure HDInsight, and code samples are written in .NET only. Processing Big Data with Azure HDInsight covers the fundamentals of big data, how businesses are using it to their advantage, and how Azure HDInsight fits into the big data world. This book introduces Hadoop and big data concepts and then dives into creating different solutions with HDInsight and the Hadoop Ecosystem. It covers concepts with real-world scenarios and code examples, making sure you get hands-on experience. The best way to utilize this book is to practice while reading. After reading this book you will be familiar with Azure HDInsight and how it can be utilized to build big data solutions, including batch processing, stream analytics, interactive processing, and storing and retrieving data in an efficient manner. What You'll Learn Understand the fundamentals of HDInsight and Hadoop Work with HDInsight cluster Query with Apache Hive and Apache Pig Store and retrieve data with Apache HBase Stream data processing using Apache Storm Work with Apache Spark Who This Book Is For Software developers, technical architects, data scientists/analyts, and Hadoop administrators who want to develop on Microsoft's managed Hadoop offering, HDInsight

Exam Prep for Big Data Analytics with Microsoft HDInsight ...-Just the Facts101 2019-08-18 Your text simplified as the essential

facts to prepare you for your exams. Over 2,000 higly probable test items.

Reporting with Microsoft SQL Server 2012-James Serra 2014-03-18 This is a step-by-step tutorial that deals with Microsoft Server 2012 reporting tools:SSRS and Power View. If you are a BI developer, consultant, or architect who wishes to learn how to use SSRS and Power View, and want to understand the best use for each tool, then this book will get you up and running quickly. No prior experience is required with either tool!

Big Data Analytics-V. B. Aggarwal 2017-10-03 This volume comprises the select proceedings of the annual convention of the Computer Society of India. Divided into 10 topical volumes, the proceedings present papers on state-of-the-art research, surveys, and succinct reviews. The volumes cover diverse topics ranging from communications networks to big data analytics,

and from system architecture to cyber security. This volume focuses on Big Data Analytics. The contents of this book will be useful to researchers and students alike.

Managerial Perspectives on Intelligent Big Data Analytics-Sun, Zhaohao 2019-02-22 Big data, analytics, and artificial intelligence are revolutionizing work, management, and lifestyles and are becoming disruptive technologies for healthcare, e-commerce, and web services. However, many fundamental, technological, and managerial issues for developing and applying intelligent big data analytics in these fields have yet to be addressed. Managerial Perspectives on Intelligent Big Data Analytics is a collection of innovative research that discusses the integration and application of artificial intelligence, business intelligence, digital transformation, and intelligent big data analytics from a perspective of computing, service, and management. While highlighting topics including e-commerce, machine learning, and fuzzy logic,

this book is ideally designed for students, government officials, data scientists, managers, consultants, analysts, IT specialists, academicians, researchers, and industry professionals in fields that include big data, artificial intelligence, computing, and commerce.

Mastering Microsoft Power Bi-Brett Powell 2018-03-29 Design, create and manage robust Power BI solutions to gain meaningful business insights Key Features Master all the dashboarding and reporting features of Microsoft Power BI Combine data from multiple sources, create stunning visualizations and publish your reports across multiple platforms A comprehensive guide with real-world use cases and examples demonstrating how you can get the best out of Microsoft Power BI Book Description This book is intended for business intelligence professionals responsible for the design and development of Power BI content as well as managers, architects and administrators who oversee Power BI projects and deployments. The chapters flow from the planning of a Power BI project through the development and distribution of content to the administration of Power BI for an organization. BI developers will learn how to create sustainable and impactful Power BI datasets, reports, and dashboards. This includes connecting to data sources, shaping and enhancing source data, and developing an analytical data model. Additionally, top report and dashboard design practices are described using features such as Bookmarks and the Power KPI visual. BI managers will learn how Power BI's tools work together such as with the On-premises data gateway and how content can be staged and securely distributed via Apps. Additionally, both the Power BI Report Server and Power BI Premium are reviewed. By the end of this book, you will be confident in creating effective charts, tables, reports or dashboards for any kind of data using the tools and techniques in Microsoft PowerBI. What you will learn Build efficient data retrieval and transformation processes with the Power Query M Language Design scalable, user-friendly DirectQuery and

Import Data Models Develop visually rich, immersive, and interactive reports and dashboards Maintain version control and stage deployments across development, test, and production environments Manage and monitor the Power BI Service and the On-premises data gateway Develop a fully on-premise solution with the Power BI Report Server Scale up a Power BI solution via Power BI Premium capacity and migration to Azure Analysis Services or SQL Server Analysis Services Who this book is for Business Intelligence professionals and existing Power BI users looking to master Power BI for all their data visualization and dashboarding needs will find this book to be useful. While understanding of the basic BI concepts is required, some exposure to Microsoft Power BI will be helpful.

BIG DATA. SAS, IBM, ORACLE, AND MICROSOFT TOOLS-César Pérez López 2021-03-23 Big Data is the processing and analysis of large amounts of data, the size of which makes it impossible to handle with conventional database and analytical tools. The proliferation of websites, image and video applications, social networks, mobile devices, apps, sensors and other modern devices capable of generating huge amounts of data have made it necessary to develop Big Data tools for their analysis. As for Big Data tools, there is a growing development. Oracle uses Exadata for these purposes, SAS uses Visual Analytics and other tools, Microsoft uses Windows Azure, IBM uses Modeler and other tools based in Hadoop. Oracle includes Hadoop in Oracle Big Data Appliance, Oracle Big Data Connectors and Oracle Loader for Hadoop. SAS incorporates Hadoop in its applications (SAS Base, SAS Data Integration, SAS Enterprise Guide, SAS Enterprise Miner, SAS Visual Analytics, SAS Visual Statistics and others). IBM works with Hadoop in its IBM InfoSphere BigInsights platform (BigInsights) and Microsoft incorporates Hadoop in the Windows Azure platform with its Big Data applications (HDInsight, Polybase and others).

Hands-On Machine Learning with Azure-
Thomas K Abraham 2018-10-31 Implement
machine learning, cognitive services, and
artificial intelligence solutions by leveraging
Azure cloud technologies Key Features Learn
advanced concepts in Azure ML and the Cortana
Intelligence Suite architecture Explore ML
Server using SQL Server and HDInsight
capabilities Implement various tools in Azure to
build and deploy machine learning models Book
Description Implementing Machine learning (ML)
and Artificial Intelligence (AI) in the cloud had
not been possible earlier due to the lack of
processing power and storage. However, Azure
has created ML and AI services that are easy to
implement in the cloud. Hands-On Machine
Learning with Azure teaches you how to perform
advanced ML projects in the cloud in a cost-
effective way. The book begins by covering the
benefits of ML and AI in the cloud. You will then
explore Microsoft's Team Data Science Process
to establish a repeatable process for successful
AI development and implementation. You will

also gain an understanding of AI technologies
available in Azure and the Cognitive Services
APIs to integrate them into bot applications. This
book lets you explore prebuilt templates with
Azure Machine Learning Studio and build a
model using canned algorithms that can be
deployed as web services. The book then takes
you through a preconfigured series of virtual
machines in Azure targeted at AI development
scenarios. You will get to grips with the ML
Server and its capabilities in SQL and HDInsight.
In the concluding chapters, you'll integrate
patterns with other non-AI services in Azure. By
the end of this book, you will be fully equipped to
implement smart cognitive actions in your
models. What you will learn Discover the benefits
of leveraging the cloud for ML and AI Use
Cognitive Services APIs to build intelligent bots
Build a model using canned algorithms from
Microsoft and deploy it as a web service Deploy
virtual machines in AI development scenarios
Apply R, Python, SQL Server, and Spark in Azure
Build and deploy deep learning solutions with
CNTK, MMLSpark, and TensorFlow Implement

model retraining in IoT, Streaming, and Blockchain solutions Explore best practices for integrating ML and AI functions with ADLA and logic apps Who this book is for If you are a data scientist or developer familiar with Azure ML and cognitive services and want to create smart models and make sense of data in the cloud, this book is for you. You'll also find this book useful if you want to bring powerful machine learning services into your cloud applications. Some experience with data manipulation and processing, using languages like SQL, Python, and R, will aid in understanding the concepts covered in this book

DATA ANALYSIS AND BUSINESS MODELLING USING MICROSOFT EXCEL-Hansa Lysander Manohar

Machine Learning with Microsoft Technologies-Leila Etaati 2019-06-12 Know how to do machine learning with Microsoft technologies. This book teaches you to do predictive, descriptive, and prescriptive analyses with Microsoft Power BI, Azure Data Lake, SQL Server, Stream Analytics, Azure Databricks, HD Insight, and more. The ability to analyze massive amounts of real-time data and predict future behavior of an organization is critical to its long-term success. Data science, and more specifically machine learning (ML), is today's game changer and should be a key building block in every company's strategy. Managing a machine learning process from business understanding, data acquisition and cleaning, modeling, and deployment in each tool is a valuable skill set. Machine Learning with Microsoft Technologies is a demo-driven book that explains how to do machine learning with Microsoft technologies. You will gain valuable insight into designing the best architecture for development, sharing, and deploying a machine learning solution. This book simplifies the process of choosing the right architecture and tools for doing machine learning based on your specific infrastructure needs and requirements. Detailed content is provided on

the main algorithms for supervised and unsupervised machine learning and examples show ML practices using both R and Python languages, the main languages inside Microsoft technologies. What You'll Learn Choose the right Microsoft product for your machine learning solution Create and manage Microsoft's tool environments for development, testing, and production of a machine learning project Implement and deploy supervised and unsupervised learning in Microsoft products Set up Microsoft Power BI, Azure Data Lake, SQL Server, Stream Analytics, Azure Databricks, and HD Insight to perform machine learning Set up a data science virtual machine and test-drive installed tools, such as Azure ML Workbench, Azure ML Server Developer, Anaconda Python, Jupyter Notebook, Power BI Desktop, Cognitive Services, machine learning and data analytics tools, and more Architect a machine learning solution factoring in all aspects of self service, enterprise, deployment, and sharing Who This Book Is For Data scientists, data analysts, developers, architects, and managers who want

to leverage machine learning in their products, organization, and services, and make educated, cost-saving decisions about their ML architecture and tool set.

Practical Guide to SAP HANA and Big Data Analytics-Dominique Alfermann 2018-12-20 In this book written for SAP BI, big data, and IT architects, the authors expertly provide clear recommendations for building modern analytics architectures running on SAP HANA technologies. Explore integration with big data frameworks and predictive analytics components. Obtain the tools you need to assess possible architecture scenarios and get guidelines for choosing the best option for your organization. Know your options for on-premise, in the cloud, and hybrid solutions. Readers will be guided through SAP BW/4HANA and SAP HANA native data warehouse scenarios, as well as field-tested integration options with big data platforms. Explore migration options and architecture best practices. Consider organizational and

procedural changes resulting from the move to a new, up-to-date analytics architecture that supports your data-driven or data-informed organization. By using practical examples, tips, and screenshots, this book explores: - SAP HANA and SAP BW/4HANA architecture concepts - Predictive Analytics and Big Data component

integration - Recommendations for a sustainable, future-proof analytics solutions - Organizational impact and change management