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need emerged for analytics/big data/data mining/data science education. 4 It is the purpose of this book to try and fill this gap by providing a concise and focused overview of analytics for the business practitioner.

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Frankly, I know I am wiser and have a more rounded understanding after reading. Should make any Big Data person's bookshelf. (Just in case the author ever reads this review - I appreciate that you wrote this book for a broad audience. I would love to read some material written by you that is more focused on the issues surrounding Big Data.

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