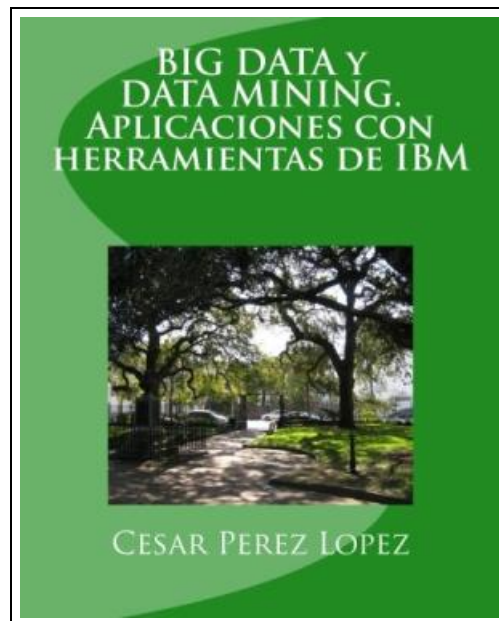


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El analisis de datos de hoy en dia requiere el uso de tecnicas estadisticas para aprender de los datos, de patrones de relieve y anomalias, de predicciones y de profesionales que sepan utilizarlas. El empleo de tecnologias Big Data no solo permite aumentar la capacidad de procesamiento, tambien se trata de encontrar esas ideas que nos permitan obtener el conocimiento embebido en los datos, siempre y cuando se disponga de los perfiles y experiencia para llevarlo a cabo. Por esta razon, las tecnicas de Analytics (esencialmente Data Mining y Bussines Intelligence) y el Big Data caminan juntos para la explotacion optima de la informacion. Profesionales, con habilidades en matematicas, estadisticas e ingenieria informatica, que son capaces de extraer el maximo valor de los datos de la organizacion mediante Analytics, deben de trabajar juntos con las infraestructuras optimas de Big Data. La gestion y analisis de los grandes datos, estructurados y no estructurados, aplicados en campos como la investigacion cientifica, sanidad, seguridad, redes sociales o medios de comunicacion, entre otros, constituye para las empresas una herramienta unica de ganar competitividad y de mejora de la vida ciudadana. Esta herramienta solo se optimiza con la aplicacion conjunta de tecnicas de Analytics y Big Data. Este libro desarrolla aplicaciones de Big Data y Data Mining utilizando herramientas de IBM, como son: Power Systems e IBM SPSS Modeler.



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