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Big Data et machine learning: Manuel du data scientist (Management des systèmes d'information) (French Edition)

Pirmin Lemberger, Marc Batty, Médéric Morel, Jean-Luc Raffaëlli

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Cet ouvrage s'adresse à tous ceux qui réfléchissent à la meilleure utilisation possible des données au sein de l'entreprise, qu'ils soient data scientists, DSI, chefs de projets ou spécialistes métier.
Le Big Data s'est imposé comme une innovation majeure pour toutes les entreprises qui cherchent à construire un avantage concurrentiel grâce à l'exploitation de leurs **données** clients, fournisseurs, produits, processus, machines, etc.
Mais quelle solution technique choisir ? Quelles compétences métier développer au sein de la DSI ?
Ce livre est un guide pour comprendre les enjeux d'un projet Big Data, en appréhender les **concepts** sous-jacents (en particulier le **machine learning**) et acquérir les **compétences** nécessaires à la mise en place d'un data lab.
Il combine la présentation :
• de **notions théoriques** (traitement statistique des données, calcul distribué...) ;
• d'**outils** (écosystème Hadoop, Storm...) ;
• d'**exemples** de **machine learning** ;
• d'une **organisation** typique d'un projet de data science.

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