

Talend Data Integration Course Beginner To Expert Udemy

Right here, we have countless books **Talend Data Integration Course Beginner To Expert Udemy** and collections to check out. We additionally offer variant types and as a consequence type of the books to browse. The up to standard book, fiction, history, novel, scientific research, as capably as various additional sorts of books are readily easy to use here.

As this Talend Data Integration Course Beginner To Expert Udemy , it ends stirring brute one of the favored ebook Talend Data Integration Course Beginner To Expert Udemy collections that we have. This is why you remain in the best website to see the incredible books to have.

Expert Hadoop 2 Administration - Sam R. Alapati 2016-11-29

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. The Comprehensive, Up-to-Date Apache Hadoop Administration Handbook and Reference “Sam Alapati has worked with production Hadoop clusters for six years. His unique depth of experience has enabled him to write the go-to resource for all administrators looking to spec, size, expand, and secure production Hadoop clusters of any size.” —Paul Dix, Series Editor In Expert Hadoop® Administration, leading Hadoop administrator Sam R. Alapati brings together authoritative knowledge for creating, configuring, securing, managing, and optimizing production Hadoop clusters in any environment. Drawing on his experience with large-scale Hadoop administration, Alapati integrates action-oriented advice with carefully researched explanations of both problems and solutions. He covers an unmatched range of topics and offers an unparalleled collection of realistic examples. Alapati demystifies complex Hadoop environments, helping you understand exactly what happens behind the scenes when you administer your cluster. You’ll gain unprecedented insight as you walk through building clusters from scratch and configuring high availability, performance, security, encryption, and other key attributes. The high-value administration skills you learn here will be indispensable no matter what Hadoop distribution you use or what Hadoop applications you run. Understand Hadoop’s architecture from an administrator’s standpoint Create simple and fully distributed clusters Run MapReduce and Spark applications in a Hadoop cluster Manage and protect Hadoop data and high availability Work with HDFS commands, file permissions, and storage management Move data, and use YARN to allocate resources and schedule jobs Manage job workflows with Oozie and Hue Secure, monitor, log, and optimize Hadoop Benchmark and troubleshoot Hadoop

Business Intelligence Tools for Small Companies - Albert Nogués 2017-05-25

Learn how to transition from Excel-based business intelligence (BI) analysis to enterprise stacks of open-source BI tools. Select and implement the best free and freemium open-source BI tools for your company’s needs and design, implement, and integrate BI automation across the full stack using agile methodologies. Business Intelligence Tools for Small Companies provides hands-on demonstrations of open-source tools suitable for the BI requirements of small businesses. The authors draw on their deep experience as BI consultants, developers, and administrators to guide you through the extract-transform-load/data warehousing (ETL/DWH) sequence of extracting data from an enterprise resource planning (ERP) database freely available on the Internet, transforming the data, manipulating them, and loading them into a relational database. The authors demonstrate how to extract, report, and dashboard key performance indicators (KPIs) in a visually appealing format from the relational database management system (RDBMS). They model the selection and implementation of free and freemium tools such as Pentaho Data Integrator and Talend for ELT, Oracle XE and MySQL/MariaDB for RDBMS, and QlikSense, Power BI, and MicroStrategy Desktop for reporting. This richly illustrated guide models the deployment of a small company BI stack on an inexpensive cloud platform such as AWS. What You’ll Learn You will learn how to manage, integrate, and automate the processes of BI by selecting and implementing tools to: Implement and manage the business intelligence/data warehousing (BI/DWH) infrastructure Extract data from any enterprise resource planning (ERP) tool Process and integrate BI data using open-source extract-transform-load (ETL) tools Query, report, and analyze BI data using open-source visualization and dashboard tools Use a MOLAP tool to define next

year’s budget, integrating real data with target scenarios Deploy BI solutions and big data experiments inexpensively on cloud platforms Who This Book Is For Engineers, DBAs, analysts, consultants, and managers at small companies with limited resources but whose BI requirements have outgrown the limitations of Excel spreadsheets; personnel in mid-sized companies with established BI systems who are exploring technological updates and more cost-efficient solutions

Learning Informatica PowerCenter 9.x - Rahul Malewar 2014-12-30

If you wish to deploy Informatica in enterprise environments and make a career in data warehousing, then this book is for you. Whether you are a developer who’s new to Informatica or an experienced professional, you will learn all the features of Informatica. Basic knowledge of programming and data warehouse concepts is essential.

Smart Grid and Enabling Technologies - Shady S. Refaat 2021-08-16

SMART GRID AND ENABLING TECHNOLOGIES Discover foundational topics in smart grid technology as well as an exploration of the current and future state of the industry As the relationship between fossil fuel use and climate change becomes ever clearer, the search is on for reliable, renewable and less harmful sources of energy. Sometimes called the “electronet” or the “energy Internet,” smart grids promise to integrate renewable energy, information, and communication technologies with the existing electrical grid and deliver electricity more efficiently and reliably. Smart Grid and Enabling Technologies delivers a complete vision of smart grid technology and applications, including foundational and fundamental technologies, the technology that enables smart grids, the current state of the industry, and future trends in smart energy. The book offers readers thorough discussions of modern smart grid technology, including advanced metering infrastructure, net zero energy buildings, and communication, data management, and networks in smart grids. The accomplished authors also discuss critical challenges and barriers facing the smart grid industry as well as trends likely to be of importance in its future development. Readers will also benefit from the inclusion of: A thorough introduction to smart grid architecture, including traditional grids, the fundamentals of electric power, definitions and classifications of smart grids, and the components of smart grid technology An exploration of the opportunities and challenges posed by renewable energy integration Practical discussions of power electronics in the smart grid, including power electronics converters for distributed generation, flexible alternating current transmission systems, and high voltage direct current transmission systems An analysis of distributed generation Perfect for scientists, researchers, engineers, graduate students, and senior undergraduate students studying and working with electrical power systems and communication systems. Smart Grid and Enabling Technologies will also earn a place in the libraries of economists, government planners and regulators, policy makers, and energy stakeholders working in the smart grid field.

Business Trends in Practice - Bernard Marr 2021-11-15

WINNER OF THE BUSINESS BOOK OF THE YEAR AWARD 2022! Stay one step ahead of the competition with this expert review of the most impactful and disruptive business trends coming down the pike Far from slowing down, change and transformation in business seems to come only at a more and more furious rate. The last ten years alone have seen the introduction of groundbreaking new trends that pose new opportunities and challenges for leaders in all industries. In Business Trends in Practice: The 25+ Trends That Are Redefining Organizations, best-selling business author and strategist Bernard Marr breaks down the social and technological forces underlying these rapidly advancing changes and the impact of those changes

on key industries. Critical consumer trends just emerging today—or poised to emerge tomorrow—are discussed, as are strategies for rethinking your organisation’s product and service delivery. The book also explores: Crucial business operations trends that are changing the way companies conduct themselves in the 21st century The practical insights and takeaways you can glean from technological and social innovation when you cut through the hype Disruptive new technologies, including AI, robotic and business process automation, remote work, as well as social and environmental sustainability trends Business Trends in Practice: The 25+ Trends That Are Redefining Organizations is a must-read resource for executives, business leaders and managers, and business development and innovation leads trying to get – and stay – on top of changes and disruptions that are right around the corner.

Multi-Domain Master Data Management - Mark Allen 2015-03-21

Multi-Domain Master Data Management delivers practical guidance and specific instruction to help guide planners and practitioners through the challenges of a multi-domain master data management (MDM) implementation. Authors Mark Allen and Dalton Cervo bring their expertise to you in the only reference you need to help your organization take master data management to the next level by incorporating it across multiple domains. Written in a business friendly style with sufficient program planning guidance, this book covers a comprehensive set of topics and advanced strategies centered on the key MDM disciplines of Data Governance, Data Stewardship, Data Quality Management, Metadata Management, and Data Integration. Provides a logical order toward planning, implementation, and ongoing management of multi-domain MDM from a program manager and data steward perspective. Provides detailed guidance, examples and illustrations for MDM practitioners to apply these insights to their strategies, plans, and processes. Covers advanced MDM strategy and instruction aimed at improving data quality management, lowering data maintenance costs, and reducing corporate risks by applying consistent enterprise-wide practices for the management and control of master data.

Pentaho Kettle Solutions - Matt Casters 2010-09-02

A complete guide to Pentaho Kettle, the Pentaho Data Integration toolset for ETL This practical book is a complete guide to installing, configuring, and managing Pentaho Kettle. If you’re a database administrator or developer, you’ll first get up to speed on Kettle basics and how to apply Kettle to create ETL solutions—before progressing to specialized concepts such as clustering, extensibility, and data vault models. Learn how to design and build every phase of an ETL solution. Shows developers and database administrators how to use the open-source Pentaho Kettle for enterprise-level ETL processes (Extracting, Transforming, and Loading data) Assumes no prior knowledge of Kettle or ETL, and brings beginners thoroughly up to speed at their own pace Explains how to get Kettle solutions up and running, then follows the 34 ETL subsystems model, as created by the Kimball Group, to explore the entire ETL lifecycle, including all aspects of data warehousing with Kettle Goes beyond routine tasks to explore how to extend Kettle and scale Kettle solutions using a distributed “cloud” Get the most out of Pentaho Kettle and your data warehousing with this detailed guide—from simple single table data migration to complex multisystem clustered data integration tasks.

A Guide to the Project Management Body of Knowledge (PMBOK® Guide) - Seventh Edition and The Standard for Project Management (BRAZILIAN PORTUGUESE) - Project Management Institute Project Management Institute 2021-08-01

PMBOK® Guide is the go-to resource for project management practitioners. The project management profession has significantly evolved due to emerging technology, new approaches and rapid market changes. Reflecting this evolution, The Standard for Project Management enumerates 12 principles of project management and the PMBOK® Guide &- Seventh Edition is structured around eight project performance domains. This edition is designed to address practitioners' current and future needs and to help them be more proactive, innovative and nimble in enabling desired project outcomes. This edition of the PMBOK® Guide: • Reflects the full range of development approaches (predictive, adaptive, hybrid, etc.); • Provides an entire section devoted to tailoring the development approach and processes; • Includes an expanded list of models, methods, and artifacts; • Focuses on not just delivering project outputs but also enabling outcomes; and • Integrates with PMI standards+™ for information and standards application content based on project type, development approach, and industry sector.

RapidMiner - Markus Hofmann 2016-04-19

Powerful, Flexible Tools for a Data-Driven World As the data deluge continues in today’s world, the need to master data mining, predictive analytics, and business analytics has never been greater. These techniques and tools provide unprecedented insights into data, enabling better decision making and forecasting, and ultimately the solution of increasingly complex problems. Learn from the Creators of the RapidMiner Software Written by leaders in the data mining community, including the developers of the RapidMiner software, RapidMiner: Data Mining Use Cases and Business Analytics Applications provides an in-depth introduction to the application of data mining and business analytics techniques and tools in scientific research, medicine, industry, commerce, and diverse other sectors. It presents the most powerful and flexible open source software solutions: RapidMiner and RapidAnalytics. The software and their extensions can be freely downloaded at www.RapidMiner.com. Understand Each Stage of the Data Mining Process The book and software tools cover all relevant steps of the data mining process, from data loading, transformation, integration, aggregation, and visualization to automated feature selection, automated parameter and process optimization, and integration with other tools, such as R packages or your IT infrastructure via web services. The book and software also extensively discuss the analysis of unstructured data, including text and image mining. Easily Implement Analytics Approaches Using RapidMiner and RapidAnalytics Each chapter describes an application, how to approach it with data mining methods, and how to implement it with RapidMiner and RapidAnalytics. These application-oriented chapters give you not only the necessary analytics to solve problems and tasks, but also reproducible, step-by-step descriptions of using RapidMiner and RapidAnalytics. The case studies serve as blueprints for your own data mining applications, enabling you to effectively solve similar problems.

The Data Warehouse ETL Toolkit - Ralph Kimball 2011-04-27

Cowritten by Ralph Kimball, the world's leading data warehousing authority, whose previous books have sold more than 150,000 copies Delivers real-world solutions for the most time- and labor-intensive portion of data warehousing—data staging, or the extract, transform, load (ETL) process Delineates best practices for extracting data from scattered sources, removing redundant and inaccurate data, transforming the remaining data into correctly formatted data structures, and then loading the end product into the data warehouse Offers proven time-saving ETL techniques, comprehensive guidance on building dimensional structures, and crucial advice on ensuring data quality

Big Data - Rajkumar Buyya 2016-06-07

Big Data: Principles and Paradigms captures the state-of-the-art research on the architectural aspects, technologies, and applications of Big Data. The book identifies potential future directions and technologies that facilitate insight into numerous scientific, business, and consumer applications. To help realize Big Data’s full potential, the book addresses numerous challenges, offering the conceptual and technological solutions for tackling them. These challenges include life-cycle data management, large-scale storage, flexible processing infrastructure, data modeling, scalable machine learning, data analysis algorithms, sampling techniques, and privacy and ethical issues. Covers computational platforms supporting Big Data applications Addresses key principles underlying Big Data computing Examines key developments supporting next generation Big Data platforms Explores the challenges in Big Data computing and ways to overcome them Contains expert contributors from both academia and industry

Master Data Management - David Loshin 2010-07-28

The key to a successful MDM initiative isn’t technology or methods, it’s people: the stakeholders in the organization and their complex ownership of the data that the initiative will affect. Master Data Management equips you with a deeply practical, business-focused way of thinking about MDM—an understanding that will greatly enhance your ability to communicate with stakeholders and win their support. Moreover, it will help you deserve their support: you’ll master all the details involved in planning and executing an MDM project that leads to measurable improvements in business productivity and effectiveness. * Presents a comprehensive roadmap that you can adapt to any MDM project. * Emphasizes the critical goal of maintaining and improving data quality. * Provides guidelines for determining which data to “master. * Examines special issues relating to master data metadata. * Considers a range of MDM architectural styles. * Covers the synchronization of master data across the application infrastructure.

IBM Technical Computing Clouds - Dino Quintero 2013-10-28

This IBM® Redbooks® publication highlights IBM Technical Computing as a flexible infrastructure for clients looking to reduce capital and operational expenditures, optimize energy usage, or re-use the infrastructure. This book strengthens IBM SmartCloud® solutions, in particular IBM Technical Computing clouds, with a well-defined and documented deployment model within an IBM System x® or an IBM Flex System™. This provides clients with a cost-effective, highly scalable, robust solution with a planned foundation for scaling, capacity, resilience, optimization, automation, and monitoring. This book is targeted toward technical professionals (consultants, technical support staff, IT Architects, and IT Specialists) responsible for providing cloud-computing solutions and support.

Transactions on Large-Scale Data- and Knowledge-Centered Systems XLVIII - Abdelkader Hameurlain 2021-05-17

The LNCS journal *Transactions on Large-Scale Data- and Knowledge-Centered Systems* focuses on data management, knowledge discovery, and knowledge processing, which are core and hot topics in computer science. Since the 1990s, the Internet has become the main driving force behind application development in all domains. An increase in the demand for resource sharing (e.g., computing resources, services, metadata, data sources) across different sites connected through networks has led to an evolution of data- and knowledge management systems from centralized systems to decentralized systems enabling large-scale distributed applications providing high scalability. This, the 48th issue of *Transactions on Large-Scale Data- and Knowledge-Centered Systems*, contains 8 invited papers dedicated to the memory of Prof. Dr. Roland Wagner. The topics covered include distributed database systems, NewSQL, scalable transaction management, strong consistency, caches, data warehouse, ETL, reinforcement learning, stochastic approximation, multi-agent systems, ontology, model-driven development, organisational modelling, digital government, new institutional economics and data governance.

Mathematics for Machine Learning - Marc Peter Deisenroth 2020-04-23

The fundamental mathematical tools needed to understand machine learning include linear algebra, analytic geometry, matrix decompositions, vector calculus, optimization, probability and statistics. These topics are traditionally taught in disparate courses, making it hard for data science or computer science students, or professionals, to efficiently learn the mathematics. This self-contained textbook bridges the gap between mathematical and machine learning texts, introducing the mathematical concepts with a minimum of prerequisites. It uses these concepts to derive four central machine learning methods: linear regression, principal component analysis, Gaussian mixture models and support vector machines. For students and others with a mathematical background, these derivations provide a starting point to machine learning texts. For those learning the mathematics for the first time, the methods help build intuition and practical experience with applying mathematical concepts. Every chapter includes worked examples and exercises to test understanding. Programming tutorials are offered on the book's web site.

Kafka: The Definitive Guide - Neha Narkhede 2017-08-31

Every enterprise application creates data, whether it's log messages, metrics, user activity, outgoing messages, or something else. And how to move all of this data becomes nearly as important as the data itself. If you're an application architect, developer, or production engineer new to Apache Kafka, this practical guide shows you how to use this open source streaming platform to handle real-time data feeds. Engineers from Confluent and LinkedIn who are responsible for developing Kafka explain how to deploy production Kafka clusters, write reliable event-driven microservices, and build scalable stream-processing applications with this platform. Through detailed examples, you'll learn Kafka's design principles, reliability guarantees, key APIs, and architecture details, including the replication protocol, the controller, and the storage layer. Understand publish-subscribe messaging and how it fits in the big data ecosystem. Explore Kafka producers and consumers for writing and reading messages Understand Kafka patterns and use-case requirements to ensure reliable data delivery Get best practices for building data pipelines and applications with Kafka Manage Kafka in production, and learn to perform monitoring, tuning, and maintenance tasks Learn the most critical metrics among Kafka's operational measurements Explore how Kafka's stream delivery capabilities make it a perfect source for stream processing systems

Big Data Integration - Xin Luna Dong 2022-05-31

The big data era is upon us: data are being generated, analyzed, and used at an unprecedented scale, and data-driven decision making is sweeping through all aspects of society. Since the value of data explodes when it can be linked and fused with other data, addressing the big data integration (BDI) challenge is critical to realizing the promise of big data. BDI differs from traditional data integration along the dimensions of volume, velocity, variety, and veracity. First, not only can data sources contain a huge volume of data, but also the number of data sources is now in the millions. Second, because of the rate at which newly collected data are made available, many of the data sources are very dynamic, and the number of data sources is also rapidly exploding. Third, data sources are extremely heterogeneous in their structure and content, exhibiting considerable variety even for substantially similar entities. Fourth, the data sources are of widely differing qualities, with significant differences in the coverage, accuracy and timeliness of data provided. This book explores the progress that has been made by the data integration community on the topics of schema alignment, record linkage and data fusion in addressing these novel challenges faced by big data integration. Each of these topics is covered in a systematic way: first starting with a quick tour of the topic in the context of traditional data integration, followed by a detailed, example-driven exposition of recent innovative techniques that have been proposed to address the BDI challenges of volume, velocity, variety, and veracity. Finally, it presents merging topics and opportunities that are specific to BDI, identifying promising directions for the data integration community.

Enterprise Master Data Management - Allen Dreibelbis 2008-06-05

The Only Complete Technical Primer for MDM Planners, Architects, and Implementers Companies moving toward flexible SOA architectures often face difficult information management and integration challenges. The master data they rely on is often stored and managed in ways that are redundant, inconsistent, inaccessible, non-standardized, and poorly governed. Using Master Data Management (MDM), organizations can regain control of their master data, improve corresponding business processes, and maximize its value in SOA environments. Enterprise Master Data Management provides an authoritative, vendor-independent MDM technical reference for practitioners: architects, technical analysts, consultants, solution designers, and senior IT decisionmakers. Written by the IBM® data management innovators who are pioneering MDM, this book systematically introduces MDM's key concepts and technical themes, explains its business case, and illuminates how it interrelates with and enables SOA. Drawing on their experience with cutting-edge projects, the authors introduce MDM patterns, blueprints, solutions, and best practices published nowhere else—everything you need to establish a consistent, manageable set of master data, and use it for competitive advantage. Coverage includes How MDM and SOA complement each other Using the MDM Reference Architecture to position and design MDM solutions within an enterprise Assessing the value and risks to master data and applying the right security controls Using PIM-MDM and CDI-MDM Solution Blueprints to address industry-specific information management challenges Explaining MDM patterns as enablers to accelerate consistent MDM deployments Incorporating MDM solutions into existing IT landscapes via MDM Integration Blueprints Leveraging master data as an enterprise asset—bringing people, processes, and technology together with MDM and data governance Best practices in MDM deployment, including data warehouse and SAP integration

Building Digital Experience Platforms - Shailesh Kumar Shivakumar 2019-01-31

Use digital experience platforms (DXP) to improve your development productivity and release timelines. Leverage the pre-integrated feature sets of DXPs in your organization's digital transformation journey to quickly develop a personalized, secure, and robust enterprise platform. In this book the authors examine various features of DXPs and provide rich insights into building each layer in a digital platform. Proven best practices are presented with examples for designing and building layers. A special focus is provided on security and quality attributes needed for business-critical enterprise applications. The authors cover modern and emerging digital trends such as Blockchain, IoT, containers, chatbots, artificial intelligence, and more. The book is divided into five parts related to requirements/design, development, security, infrastructure, and case study. The authors employ proven real-world methods, best practices, and security and integration techniques derived from their rich experience. An elaborate digital transformation case study for a banking application is included. What You'll Learn Develop a digital experience platform from end to end Understand best practices and proven methods for designing overall architecture, user interface and integration

components, security, and infrastructure Study real-world cases, including an elaborate digital transformation building an enterprise platform for a banking application Know the open source tools and technology frameworks that can be used to build DXPs Who This Book Is For Web developers, full stack developers, digital enthusiasts, digital project managers, and architects

Software Engineering Methods in Intelligent Algorithms - Radek Silhavy 2019-05-07

This book presents software engineering methods in the context of the intelligent systems. It discusses real-world problems and exploratory research describing novel approaches and applications of software engineering, software design and algorithms. The book constitutes the refereed proceedings of the Software Engineering Methods in Intelligent Algorithms Section of the 8th Computer Science On-line Conference 2019 (CSOC 2019), held on-line in April 2019.

Learn Power BI - Greg Deckler 2019-09-13

Solve business challenges with Microsoft Power BI's advanced visualization and data analysis techniques Key Features Create effective storytelling reports by implementing simple-to-intermediate Power BI features Develop powerful analytical models to extract key insights for changing business needs Build, publish, and share impressive dashboards for your organization Book Description To succeed in today's transforming business world, organizations need business intelligence capabilities to make smarter decisions faster than ever before. This Power BI book is an entry-level guide that will get you up and running with data modeling, visualization, and analytical techniques from scratch. You'll find this book handy if you want to get well-versed with the extensive Power BI ecosystem. You'll start by covering the basics of business intelligence and installing Power BI. You'll then learn the wide range of Power BI features to unlock business insights. As you progress, the book will take you through how to use Power Query to ingest, cleanse, and shape your data, and use Power BI DAX to create simple to complex calculations. You'll also be able to add a variety of interactive visualizations to your reports to bring your data to life. Finally, you'll gain hands-on experience in creating visually stunning reports that speak to business decision makers, and see how you can securely share these reports and collaborate with others. By the end of this book, you'll be ready to create simple, yet effective, BI reports and dashboards using the latest features of Power BI. What you will learn Explore the different features of Power BI to create interactive dashboards Use the Query Editor to import and transform data Perform simple and complex DAX calculations to enhance analysis Discover business insights and tell a story with your data using Power BI Explore data and learn to manage datasets, dataflows, and data gateways Use workspaces to collaborate with others and publish your reports Who this book is for If you're an IT manager, data analyst, or BI user new to using Power BI for solving business intelligence problems, this book is for you. You'll also find this book useful if you want to migrate from other BI tools to create powerful and interactive dashboards. No experience of working with Power BI is expected.

Data Science For Dummies - Lillian Pierson 2017-03-06

Discover how data science can help you gain in-depth insight into your business - the easy way! Jobs in data science abound, but few people have the data science skills needed to fill these increasingly important roles. *Data Science For Dummies* is the perfect starting point for IT professionals and students who want a quick primer on all areas of the expansive data science space. With a focus on business cases, the book explores topics in big data, data science, and data engineering, and how these three areas are combined to produce tremendous value. If you want to pick-up the skills you need to begin a new career or initiate a new project, reading this book will help you understand what technologies, programming languages, and mathematical methods on which to focus. While this book serves as a wildly fantastic guide through the broad, sometimes intimidating field of big data and data science, it is not an instruction manual for hands-on implementation. Here's what to expect: Provides a background in big data and data engineering before moving on to data science and how it's applied to generate value Includes coverage of big data frameworks like Hadoop, MapReduce, Spark, MPP platforms, and NoSQL Explains machine learning and many of its algorithms as well as artificial intelligence and the evolution of the Internet of Things Details data visualization techniques that can be used to showcase, summarize, and communicate the data insights you generate It's a big, big data world out there—let *Data Science For Dummies* help you harness its power and gain a competitive edge for your organization.

The A.I. Marketer - Andrew W. Pearson 2019-04-15

We seem to be living in the age of A.I. Everywhere you look, companies are touting their most recent A.I., machine learning, and deep learning breakthroughs, even when they are far short of anything that could be touted as a “breakthrough.” “A.I.” has eclipsed “Blockchain” and “Crypto” as the buzzword of today. Indeed, one of the best ways to raise VC funding is to stick ‘AI’ or ‘ML’ at the front of your prospectus and “.ai” at the end of your website. Separating fact from fiction is more important than it has ever been. The A.I. Marketer breaks down A.I., machine learning, and deep learning into five unique use cases—sound, time series, text, image, and video—and also reveals how marketing executives can utilize this powerful technology to help them more finely tune their marketing campaigns, better segment their customers, increase lead generation, and foster strong customer loyalty. Today, “Personalization”—the process of utilizing mobile, social, geo-location data, web morphing, context and even affective computing to tailor messages and experiences to an individual interacting with them—is becoming the optimum word in a radically new customer intelligence environment. The A.I. Marketer explains this complex technology in simple to understand terms and then shows how marketers can utilize the psychology of personalization with A.I. to both create more effective marketing campaigns as well as increase customer loyalty. Pearson shows companies how to avoid Adobe's warning of not using industrial-age technology in the digital era. Pearson also reveals how to create a platform of technology that seamlessly integrates EDW and real-time streaming data with social media content. Analytical models and neural nets can then be built on both commercial and open source technology to better understand the customer, thereby strengthening the brand and, just as importantly, increasing ROI.

Open Source Intelligence Tools and Resources Handbook - i-intelligence 2019-08-17

2018 version of the OSINT Tools and Resources Handbook. This version is almost three times the size of the last public release in 2016. It reflects the changing intelligence needs of our clients in both the public and private sector, as well as the many areas we have been active in over the past two years.

Artificial Intelligence with Python - Prateek Joshi 2017-01-27

Build real-world Artificial Intelligence applications with Python to intelligently interact with the world around you About This Book Step into the amazing world of intelligent apps using this comprehensive guide Enter the world of Artificial Intelligence, explore it, and create your own applications Work through simple yet insightful examples that will get you up and running with Artificial Intelligence in no time Who This Book Is For This book is for Python developers who want to build real-world Artificial Intelligence applications. This book is friendly to Python beginners, but being familiar with Python would be useful to play around with the code. It will also be useful for experienced Python programmers who are looking to use Artificial Intelligence techniques in their existing technology stacks. What You Will Learn Realize different classification and regression techniques Understand the concept of clustering and how to use it to automatically segment data See how to build an intelligent recommender system Understand logic programming and how to use it Build automatic speech recognition systems Understand the basics of heuristic search and genetic programming Develop games using Artificial Intelligence Learn how reinforcement learning works Discover how to build intelligent applications centered on images, text, and time series data See how to use deep learning algorithms and build applications based on it In Detail Artificial Intelligence is becoming increasingly relevant in the modern world where everything is driven by technology and data. It is used extensively across many fields such as search engines, image recognition, robotics, finance, and so on. We will explore various real-world scenarios in this book and you'll learn about various algorithms that can be used to build Artificial Intelligence applications. During the course of this book, you will find out how to make informed decisions about what algorithms to use in a given context. Starting from the basics of Artificial Intelligence, you will learn how to develop various building blocks using different data mining techniques. You will see how to implement different algorithms to get the best possible results, and will understand how to apply them to real-world scenarios. If you want to add an intelligence layer to any application that's based on images, text, stock market, or some other form of data, this exciting book on Artificial Intelligence will definitely be your guide! Style and approach This highly practical book will show you how to implement Artificial Intelligence. The book provides multiple examples enabling you to create smart applications to meet the needs of your organization. In every chapter, we explain an algorithm, implement it, and then build a smart application.

Introduction to Artificial Intelligence - Simplilearn 2020-12-14

This AI beginner's guide aims to take the readers through the current AI landscape, provides the key fundamentals and terminologies of AI, and offers practical guidelines on why and how you can be a part of the AI revolution, and also the ways in which you can scale up your AI career.

Learning Spark - Jules S. Damji 2020-07-16

Data is bigger, arrives faster, and comes in a variety of formats—and it all needs to be processed at scale for analytics or machine learning. But how can you process such varied workloads efficiently? Enter Apache Spark. Updated to include Spark 3.0, this second edition shows data engineers and data scientists why structure and unification in Spark matters. Specifically, this book explains how to perform simple and complex data analytics and employ machine learning algorithms. Through step-by-step walk-throughs, code snippets, and notebooks, you'll be able to: Learn Python, SQL, Scala, or Java high-level Structured APIs Understand Spark operations and SQL Engine Inspect, tune, and debug Spark operations with Spark configurations and Spark UI Connect to data sources: JSON, Parquet, CSV, Avro, ORC, Hive, S3, or Kafka Perform analytics on batch and streaming data using Structured Streaming Build reliable data pipelines with open source Delta Lake and Spark Develop machine learning pipelines with MLlib and productionize models using MLflow

Hadoop: The Definitive Guide - Tom White 2012-05-10

Ready to unlock the power of your data? With this comprehensive guide, you'll learn how to build and maintain reliable, scalable, distributed systems with Apache Hadoop. This book is ideal for programmers looking to analyze datasets of any size, and for administrators who want to set up and run Hadoop clusters. You'll find illuminating case studies that demonstrate how Hadoop is used to solve specific problems. This third edition covers recent changes to Hadoop, including material on the new MapReduce API, as well as MapReduce 2 and its more flexible execution model (YARN). Store large datasets with the Hadoop Distributed File System (HDFS) Run distributed computations with MapReduce Use Hadoop's data and I/O building blocks for compression, data integrity, serialization (including Avro), and persistence Discover common pitfalls and advanced features for writing real-world MapReduce programs Design, build, and administer a dedicated Hadoop cluster—or run Hadoop in the cloud Load data from relational databases into HDFS, using Sqoop Perform large-scale data processing with the Pig query language Analyze datasets with Hive, Hadoop's data warehousing system Take advantage of HBase for structured and semi-structured data, and ZooKeeper for building distributed systems

SQL Server 2017 Integration Services Cookbook - Christian Cote 2017-06-30

Harness the power of SQL Server 2017 Integration Services to build your data integration solutions with ease About This Book Acquaint yourself with all the newly introduced features in SQL Server 2017 Integration Services Program and extend your packages to enhance their functionality This detailed, step-by-step guide covers everything you need to develop efficient data integration and data transformation solutions for your organization Who This Book Is For This book is ideal for software engineers, DW/ETL architects, and ETL developers who need to create a new, or enhance an existing, ETL implementation with SQL Server 2017 Integration Services. This book would also be good for individuals who develop ETL solutions that use SSIS and are keen to learn the new features and capabilities in SSIS 2017. What You Will Learn Understand the key components of an ETL solution using SQL Server 2016-2017 Integration Services Design the architecture of a modern ETL solution Have a good knowledge of the new capabilities and features added to Integration Services Implement ETL solutions using Integration Services for both on-premises and Azure data Improve the performance and scalability of an ETL solution Enhance the ETL solution using a custom framework Be able to work on the ETL solution with many other developers and have common design paradigms or techniques Effectively use scripting to solve complex data issues In Detail SQL Server Integration Services is a tool that facilitates data extraction, consolidation, and loading options (ETL), SQL Server coding enhancements, data warehousing, and customizations. With the help of the recipes in this book, you'll gain complete hands-on experience of SSIS 2017 as well as the 2016 new features, design and development improvements including SCD, Tuning, and Customizations. At the start, you'll learn to install and set up SSIS as well other SQL Server resources to make optimal use of this Business Intelligence tools. We'll begin by taking you through the new features in SSIS 2016/2017 and implementing the necessary features to get a modern scalable ETL solution that fits the modern data warehouse. Through the course of chapters, you will

learn how to design and build SSIS data warehouses packages using SQL Server Data Tools. Additionally, you'll learn to develop SSIS packages designed to maintain a data warehouse using the Data Flow and other control flow tasks. You'll also be demonstrated many recipes on cleansing data and how to get the end result after applying different transformations. Some real-world scenarios that you might face are also covered and how to handle various issues that you might face when designing your packages. At the end of this book, you'll get to know all the key concepts to perform data integration and transformation. You'll have explored on-premises Big Data integration processes to create a classic data warehouse, and will know how to extend the toolbox with custom tasks and transforms. Style and approach This cookbook follows a problem-solution approach and tackles all kinds of data integration scenarios by using the capabilities of SQL Server 2016 Integration Services. This book is well supplemented with screenshots, tips, and tricks. Each recipe focuses on a particular task and is written in a very easy-to-follow manner.

Data Mining and Data Warehousing - Parteek Bhatia 2019-04-30

Written in lucid language, this valuable textbook brings together fundamental concepts of data mining and data warehousing in a single volume. Important topics including information theory, decision tree, Naïve Bayes classifier, distance metrics, partitioning clustering, associate mining, data marts and operational data store are discussed comprehensively. The textbook is written to cater to the needs of undergraduate students of computer science, engineering and information technology for a course on data mining and data warehousing. The text simplifies the understanding of the concepts through exercises and practical examples. Chapters such as classification, associate mining and cluster analysis are discussed in detail with their practical implementation using Weka and R language data mining tools. Advanced topics including big data analytics, relational data models and NoSQL are discussed in detail. Pedagogical features including unsolved problems and multiple-choice questions are interspersed throughout the book for better understanding.

Beginning WSO2 ESB - Kasun Indrasiri 2016-12-23

Gain a strong foundation of core WSO2 ESB concepts and acquire a proven set of guidelines designed to get you started with WSO2 ESB quickly and efficiently. This book focuses on the various enterprises integration capabilities of WSO2 ESB along with a broad range of examples that you can try out. From beginning to the end, Beginning WSO2 ESB effectively guides you in gradually building expertise in enterprise integration with WSO2 ESB for your SOA infrastructure. Nowadays successful enterprises rely heavily on how well the underlying software applications and services work together to produce a unified business functionality. This enterprise integration is facilitated by an Enterprise Service Bus (ESB). This book provides comprehensive coverage of the fundamentals of the WSO2 ESB and its capabilities, through real-world enterprise integration use cases. What You'll Learn Get started with WSO2 ESB Discover message processing techniques with WSO2 ESB Integrate REST and SOAP services Use enterprise messaging techniques: JMS, AMQP, MQTT Manage file-based integration and integrate with proprietary systems such as SAP Extend and administrate WSO2 ESB Who This Book Is For: All levels of IT professionals from developers to integration architects who are interested in using WSO2 ESB for their SOA infrastructure.

Hadoop Beginner's Guide - Garry Turkington 2013-02-22

Data is arriving faster than you can process it and the overall volumes keep growing at a rate that keeps you awake at night. Hadoop can help you tame the data beast. Effective use of Hadoop however requires a mixture of programming, design, and system administration skills. "Hadoop Beginner's Guide" removes the mystery from Hadoop, presenting Hadoop and related technologies with a focus on building working systems and getting the job done, using cloud services to do so when it makes sense. From basic concepts and initial setup through developing applications and keeping the system running as the data grows, the book gives the understanding needed to effectively use Hadoop to solve real world problems. Starting with the basics of installing and configuring Hadoop, the book explains how to develop applications, maintain the system, and how to use additional products to integrate with other systems. While learning different ways to develop applications to run on Hadoop the book also covers tools such as Hive, Sqoop, and Flume that show how Hadoop can be integrated with relational databases and log collection. In addition to examples on Hadoop clusters on Ubuntu uses of cloud services such as Amazon, EC2 and Elastic MapReduce are covered.

Understanding Digital Marketing - Damian Ryan 2012-03-03

Digital marketing now represents 25% of the marketing spend in the UK and this is predicted to move to 50% or higher within the next three years. Understanding Digital Marketing looks at the world of digital marketing: how it got started, how it got to where it is today, and where the thought leaders in the industry believe it is headed in the future. This authoritative title demonstrates how to harness the power of digital media and use it to achieve the utmost success in business, now and in the future. Understanding Digital Marketing deals with every key topic in detail, including: search marketing, social media, Google, mobile marketing, affiliate marketing, e-mail marketing, customer engagement and digital marketing strategies. Essential reading for both practitioners and students alike, and including real-world examples of digital marketing successes and expert opinions, Understanding Digital Marketing provides you with tools to utilize the power of the internet to take your company wherever you want it to go.

Murach's MySQL - Joel Murach 2015

This practical, hands-on tutorial/reference/guide to MySQL is perfect for beginners, but it also works for experienced developers who are not getting the most from MySQL. As you would expect, this book shows how to code all of the essential SQL statements for creating and working with a MySQL database. But beyond that, this book also shows how to design a database, including how to use the graphical MySQL Workbench to create an EER model. It shows how to take advantage of relatively new MySQL features such as foreign keys, transactions, stored procedures, stored functions, triggers, and events. It even presents a starting set of skills for a database administrator (DBA), including how to secure and back up databases. And like all Murach books, it uses the distinctive "paired pages" format, which breaks the material into manageable skills to speed up both learning and reference. A great help for MySQL users at any level.

Introduction to Data Science - Rafael A. Irizarry 2019-11-20

Introduction to Data Science: Data Analysis and Prediction Algorithms with R introduces concepts and skills that can help you tackle real-world data analysis challenges. It covers concepts from probability, statistical inference, linear regression, and machine learning. It also helps you develop skills such as R programming, data wrangling, data visualization, predictive algorithm building, file organization with UNIX/Linux shell, version control with Git and GitHub, and reproducible document preparation. This book is a textbook for a first course in data science. No previous knowledge of R is necessary, although some experience with programming may be helpful. The book is divided into six parts: R, data visualization, statistics with R, data wrangling, machine learning, and productivity tools. Each part has several chapters meant to be presented as one lecture. The author uses motivating case studies that realistically mimic a data scientist's experience. He starts by asking specific questions and answers these through data analysis so concepts are learned as a means to answering the questions. Examples of the case studies included are: US murder rates by state, self-reported student heights, trends in world health and economics, the impact of vaccines on infectious disease rates, the financial crisis of 2007-2008, election forecasting, building a baseball team, image processing of hand-written digits, and movie recommendation systems. The statistical concepts used to answer the case study questions are only briefly introduced, so complementing with a probability and statistics textbook is highly recommended for in-depth understanding of these concepts. If you read and understand the chapters and complete the exercises, you will be prepared to learn the more advanced concepts and skills needed to become an expert.

Data Engineering with Python - Paul Crickard 2020-10-23

Build, monitor, and manage real-time data pipelines to create data engineering infrastructure efficiently using open-source Apache projects Key Features Become well-versed in data architectures, data preparation, and data optimization skills with the help of practical examples Design data models and learn how to extract, transform, and load (ETL) data using Python Schedule, automate, and monitor complex data pipelines in production Book Description Data engineering provides the foundation for data science and analytics, and forms an important part of all businesses. This book will help you to explore various tools and methods that are used for understanding the data engineering process using Python. The book will show you how to tackle challenges commonly faced in different aspects of data engineering. You'll start with an introduction to the basics of data engineering, along with the technologies and frameworks required to build data pipelines to work with large datasets. You'll learn how to transform and clean data and perform analytics to get the most out of your data. As you advance, you'll discover how to work with big data of varying complexity and

production databases, and build data pipelines. Using real-world examples, you'll build architectures on which you'll learn how to deploy data pipelines. By the end of this Python book, you'll have gained a clear understanding of data modeling techniques, and will be able to confidently build data engineering pipelines for tracking data, running quality checks, and making necessary changes in production. What you will learn Understand how data engineering supports data science workflows Discover how to extract data from files and databases and then clean, transform, and enrich it Configure processors for handling different file formats as well as both relational and NoSQL databases Find out how to implement a data pipeline and dashboard to visualize results Use staging and validation to check data before landing in the warehouse Build real-time pipelines with staging areas that perform validation and handle failures Get to grips with deploying pipelines in the production environment Who this book is for This book is for data analysts, ETL developers, and anyone looking to get started with or transition to the field of data engineering or refresh their knowledge of data engineering using Python. This book will also be useful for students planning to build a career in data engineering or IT professionals preparing for a transition. No previous knowledge of data engineering is required.

Getting Started with Talend Open Studio for Data Integration - Jonathan Bowen 2012-11-06

A practical cookbook on building portals with GateIn including user security, gadgets, and every type of portlet possible.

Data Analytics Basics - Simplilearn 2020-12-14

Data analytics is increasingly becoming a key element in shaping a company's business strategy. Today, data influences every decision made by an organization, and this is driving the wide-scale adoption of data analytics, including machine learning technologies and artificial intelligence solutions. The heightened focus is propelling a surge in data analytics spending, reflected in various studies conducted by leading market research firms. The field of data analytics offers some amazing salaries and is not only the hottest IT job, but it is also one of the best-paying jobs in the world. This guide aims at providing the readers with everything they need to know about the data analytics field, basic terminologies, key concepts, real-life use cases, skills you must master in order to scale up your career, and training and certifications you might need to reach your dream job.

Implementing Oracle Integration Cloud Service - Robert van Molken 2017-01-20

Understand everything you need to know about Oracle's Integration Cloud Service and how to utilize it optimally for your business About This Book The only guide to Integration Cloud Service in the market Focused on practical action to deliver business value A professional's guide to an expensive product, providing comprehensive training, and showing how to extract real business value from the product Who This Book Is For This book is ideal for any IT professional working with ICS, any Oracle application or cloud solution developer or analyst who wants to work with ICS to deliver business value. What You Will Learn Use ICS to integrate different systems together without needing to be a developer Gain understanding of what a number of technologies and standards provide - without needing to understand the fine details of those standards and technologies Understand the use of connectors that Oracle provide from technology based connections such as file and database connections to SaaS solutions ranging from Salesforce to Twitter Enrich data and extend SaaS integration to route to different instances Utilize a number of tools to help develop and check that your integrations work before connecting to live systems Introduce and explain integration concepts so that the integrations created are maintainable and sustainable for the longer term Provide details on how to keep up to date with the features that Oracle and partners provide in the future Get special connections developed to work with ICS In Detail Businesses are built on data, and applications that access that data. In modern businesses the same cloud-based data stores and applications might be accessed by hundreds of different applications from thousands of different devices via APIs. To make this happen, APIs must be wired together i.e. integrated. Oracle Integration Cloud Service provides a complete method for integrating enterprise applications in the cloud. Integration Cloud Service (ICS) provides a cloud hosted means to integrate systems together using a graphical means to define and represent integrations. This book will be a comprehensive, hands-on guide to building successful, high-availability integrations on ICS. This book sets out to demonstrate how ICS can be used to effectively implement integrations that work both in the cloud and on premise. It starts with a fast, practical introduction to what ICS can do for your

business and then shows how ICS allows you to develop integrations not only quickly but in a way that means they are maintainable and extensible. Gradually it moves into more advanced integrations, showing how to achieve sophisticated results with ICS and work with external applications. Finally the book shows you how to monitor cloud apps and go beyond ICS to build even more powerful integrated applications. By the end of the book, you will have the knowledge on how to use ICS to solve your own integration needs and harness the technologies in a maintainable and sustainable manner. Style and approach This book will take a pragmatic approach and will be a business-focused guide to delivering business value with ICS.

Business Intelligence Demystified - Anoop Kumar V K 2021-09-25

Clear your doubts about Business Intelligence and start your new journey KEY FEATURES ● Includes successful methods and innovative ideas to achieve success with BI. ● Vendor-neutral, unbiased, and based on experience. ● Highlights practical challenges in BI journeys. ● Covers financial aspects along with technical aspects. ● Showcases multiple BI organization models and the structure of BI teams. DESCRIPTION The book demystifies misconceptions and misinformation about BI. It provides clarity to almost everything related to BI in a simplified and unbiased way. It covers topics right from the definition of BI, terms used in the BI definition, coinage of BI, details of the different main uses of BI, processes that support the main uses, side benefits, and the level of importance of BI, various types of BI based on various parameters, main

phases in the BI journey and the challenges faced in each of the phases in the BI journey. It clarifies myths about self-service BI and real-time BI. The book covers the structure of a typical internal BI team, BI organizational models, and the main roles in BI. It also clarifies the doubts around roles in BI. It explores the different components that add to the cost of BI and explains how to calculate the total cost of the ownership of BI and ROI for BI. It covers several ideas, including unconventional ideas to achieve BI success and also learn about IBI. It explains the different types of BI architectures, commonly used technologies, tools, and concepts in BI and provides clarity about the boundary of BI w.r.t technologies, tools, and concepts. The book helps you lay a very strong foundation and provides the right perspective about BI. It enables you to start or restart your journey with BI. WHAT YOU WILL LEARN ● Builds a strong conceptual foundation in BI. ● Gives the right perspective and clarity on BI uses, challenges, and architectures. ● Enables you to make the right decisions on the BI structure, organization model, and budget. ● Explains which type of BI solution is required for your business. ● Applies successful BI ideas. WHO THIS BOOK IS FOR This book is a must-read for business managers, BI aspirants, CxOs, and all those who want to drive the business value with data-driven insights. TABLE OF CONTENTS 1. What is Business Intelligence? 2. Why do Businesses need BI? 3. Types of Business Intelligence 4. Challenges in Business Intelligence 5. Roles in Business Intelligence 6. Financials of Business Intelligence 7. Ideas for Success with BI 8. Introduction to IBI 9. BI Architectures 10. Demystify Tech, Tools, and Concepts in BI