## **BIG DATA**

USING SIJffiT HE DMA,
ANALYTICS Hi METRICS TO
MME BETTER DECISIONS
lii IMPROVE
PERFORMANCE

## BERNARD MARR

WILEY

## **CONTENTS**

	Introduction: Welcome to a Smarter World	1
1	Smarter Business	9
2	S = START WITH STRATEGY	23
3	M = MEASURE METRICS AND DATA	57
4	A = APPLY ANALYTICS	105
5	R = REPORT RESULTS	155
6	T = TRANSFORM BUSINESS	199
	Conclusion	231
	About the Author	236
	Acknowledgements	238
	Index	239