



## The Influences of Big Data Analytics: Is Big Data a Disruptive Technology?

---

By D B a Dr Joseph Aluya, Dr Joseph Aluya Dr Ossian Garraway

AUTHORHOUSE, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.The theoretical framework for this book was our ground-up theory of the Scope, Size, Speed, and Skill (4Ss) and Technological Situational Happenstances (TSHs) applied to Big data analytics. With in-depth research, we catechized the effects of the coalesced insights from big data influencing the architectures of incremental and radical business models. We discussed data inflation and the global impact of TSHs. We showed how deft leadership used insights gleaned from big data analytics to make strategic decisions. The big data syndrome led to Microsoft s acquisition of Nokia in our case study. Our study of APPLE Corporation s use of large datasets was explicitly analyzed. Leaderships failure to incorporate those contextual elements afforded by insights gleaned from big data analytics, concomitant with the associated costs led to acute forms of irrational rationalism, groupthink, and faulty decision making. We explained the statistics used to essentially describe this paradigm shift, such as high dimensionality, incidental endogeneity, noise accumulation, spurious correlation, and computational costs. Significantly, machine learning challenged the status quo by effectively changing the existing technological landscape. To scholarly critics,...



[READ ONLINE](#)

### Reviews

*A whole new e book with a brand new standpoint. I have read through and i also am certain that i am going to planning to read again yet again later on. I found out this book from my i and dad advised this pdf to learn.*

-- **Audrey Lowe I**

*It is fantastic and great. It is really simplified but unexpected situations from the 50 % in the ebook. I discovered this ebook from my dad and i suggested this book to learn.*

-- **Dr. Luna Skiles**