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Social Data Analytics: Collaboration for the Enterprise (The Morgan Kaufmann Series on Business Intelligence)

Krish Krishnan, Shawn P. Rogers

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Social Data Analytics is the first practical guide for professionals who want to employ social data for analytics and business intelligence (BI). This book provides a comprehensive overview of the technologies and platforms and shows you how to access and analyze the data. You'll explore the five major types of social data and learn from cases and platform examples to help you make the most of sentiment, behavioral, social graph, location, and rich media data. A four-step approach to the social BI process will help you access, evaluate, collaborate, and share social data with ease.

You'll learn everything you need to know to monitor social media and get an overview of the leading vendors in a crowded space of BI applications. By the end of this book, you will be well prepared for your organization’s next social data analytics project.

- Provides foundational understanding of new and emerging technologies—social data, collaboration, big data, advanced analytics
- Includes case studies and practical examples of success and failures
- Will prepare you to lead projects and advance initiatives that will benefit you and your organization

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