

Social data analytics : collaboration for the enterprise / Krish Krishnan, Shawn P. Rogers

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20427711&lokasi=lokal>

Abstrak

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.