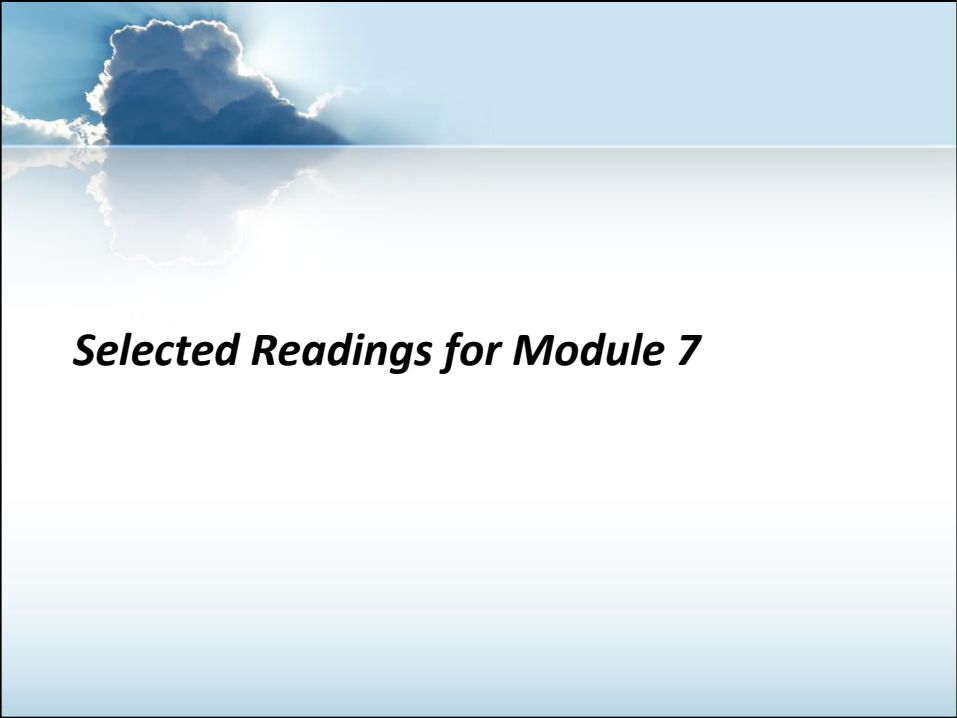
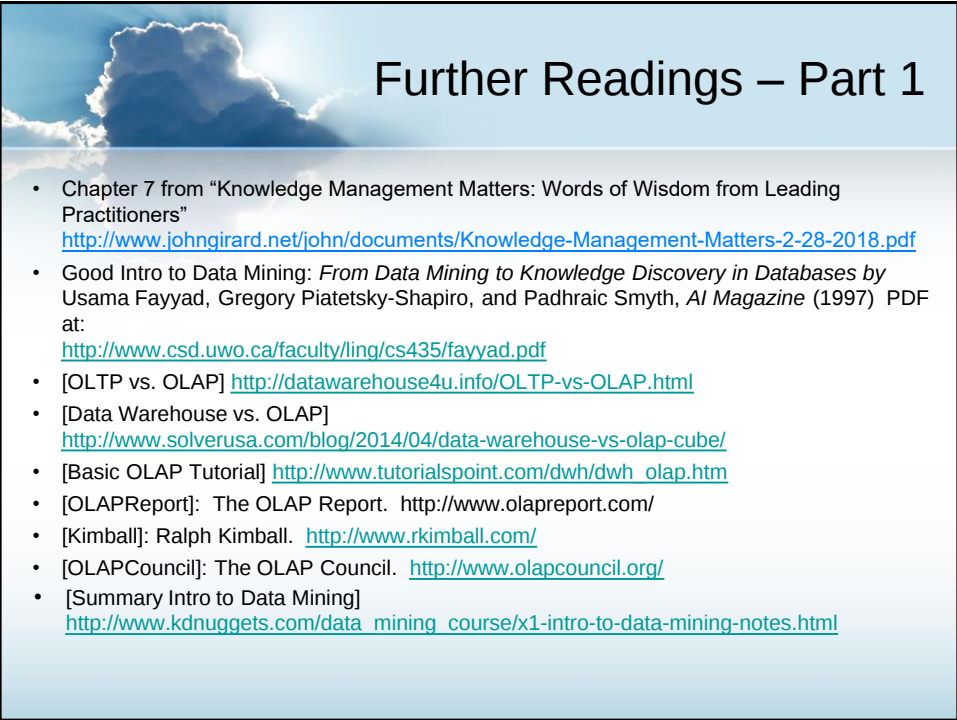




Selected Readings for Module 7



Further Readings – Part 1

- Chapter 7 from “Knowledge Management Matters: Words of Wisdom from Leading Practitioners”
<http://www.johngirard.net/john/documents/Knowledge-Management-Matters-2-28-2018.pdf>
- Good Intro to Data Mining: *From Data Mining to Knowledge Discovery in Databases* by Usama Fayyad, Gregory Piatetsky-Shapiro, and Padhraic Smyth, *AI Magazine* (1997) PDF at:
<http://www.csd.uwo.ca/faculty/ling/cs435/fayyad.pdf>
- [OLTP vs. OLAP] <http://datawarehouse4u.info/OLTP-vs-OLAP.html>
- [Data Warehouse vs. OLAP]
<http://www.solverusa.com/blog/2014/04/data-warehouse-vs-olap-cube/>
- [Basic OLAP Tutorial] http://www.tutorialspoint.com/dwh/dwh_olap.htm
- [OLAPReport]: The OLAP Report. <http://www.olapreport.com/>
- [Kimball]: Ralph Kimball. <http://www.rkimball.com/>
- [OLAPCouncil]: The OLAP Council. <http://www.olapcouncil.org/>
- [Summary Intro to Data Mining]
http://www.kdnuggets.com/data_mining_course/x1-intro-to-data-mining-notes.html



Further Readings – Part 2

- [Good general Intro to Data Mining] *From Data Mining to Knowledge Discovery in Databases* by Usama Fayyad, Gregory Piatetsky-Shapiro, and Padhraic Smyth, AI Magazine (1997) PDF at: <http://www.csd.uwo.ca/faculty/ling/cs435/fayyad.pdf>
- [OLTP vs. OLAP] <http://datawarehouse4u.info/OLTP-vs-OLAP.html>
- [Data Warehouse vs. OLAP] <http://www.solverusa.com/blog/2014/04/data-warehouse-vs-olap-cube/>
- [Summary Intro to Data Mining] http://www.kdnuggets.com/data_mining_course/x1-intro-to-data-mining-notes.html
- [Data Warehousing – intro video – basic but detailed]: <https://www.youtube.com/watch?v=VICYI-6hW5U>
- [Basic Video (5 mins) intro to OLAP] – Ignore the advertising in last 30 seconds please <https://www.youtube.com/watch?v=2ryG3Jy6eIY>
- [Oracle – Vendor view of DW intro] <https://docs.oracle.com/database/121/DWHSG/concept.htm#DWHSG9288>
- [Basic Book on Data Warehousing – classical view] *Data Warehousing for Dummies* http://dspace.utamu.ac.ug:8080/xmlui/bitstream/handle/123456789/87/%5BThomas_C._Hammergren%5D_Data_Warehousing_For_Dummie%28BookFi.org%29.pdf?sequence=1&sAllowed=y



Further Readings – Part 3a

- [OLTP vs. OLAP] <http://datawarehouse4u.info/OLTP-vs-OLAP.html>
- [Data Warehouse vs. OLAP] <http://www.solverusa.com/blog/2014/04/data-warehouse-vs-olap-cube/>
- [Summary Intro to Data Mining] http://www.kdnuggets.com/data_mining_course/x1-intro-to-data-mining-notes.html
- [Basic Video (5 mins) intro to OLAP] – Ignore the advertising in last 30 seconds please <https://www.youtube.com/watch?v=2ryG3Jy6eIY>
- [General Intro to thinking about Metrics] http://www.plm.automation.siemens.com/zh_cn/Images/7570_tcm78-4811.pdf
- [Short intro on analytics in E-business] <https://practicalanalytics.wordpress.com/predictive-analytics-101/>
- Nice High level article on Web Analytics – Pragmatic] <http://www.kaushik.net/avinash/ten-fundamental-web-analytics-truths/>
- [short Blog on Simplicity in analytics] <http://www.kaushik.net/avinash/the-action-dashboard-an-alternative-to-crappy-dashboards/>
- [Blog on minimalist metrics for Ecommerce] <http://www.kaushik.net/avinash/rules-choosing-web-analytics-key-performance-indicators/>



Further Readings – Part 3b

- [Good short Intro to Data Mining] *From Data Mining to Knowledge Discovery in Databases* by Usama Fayyad, Gregory Piatetsky-Shapiro, and Padhraic Smyth, *AI Magazine* (1997) PDF at: <http://www.csd.uwo.ca/faculty/ling/cs435/fayyad.pdf>
- [Basic but more detailed Tutorial on Data Mining] <http://cui.unige.ch/AI-group/teaching/dmc/12-13/cours/01-dm-intro.pdf>
- [Summary Intro to Data Mining] http://www.kdnuggets.com/data_mining_course/x1-intro-to-data-mining-notes.html
- [General intro – short book 2005] <http://www.twocrows.com/intro-dm.pdf>
- [General Intro with excersises – full Book] *Data Mining for the Masses with RapidMiner*: <http://docs.rapidminer.com/downloads/DataMiningForTheMasses.pdf>
- [General Technical full book on-line 2014 - technical] *Data Mining & Analysis* <http://www.dataminingbook.info/uploads/book.pdf>



Further Readings – Part 4

- [Short History of Data Science] <http://www.forbes.com/sites/gilpress/2013/05/28/a-very-short-history-of-data-science/>
- [Short History of Big Data] <http://www.forbes.com/sites/gilpress/2013/05/09/a-very-short-history-of-big-data/>
- [Controversy on BigData definitions – MIT Technology Review] <http://www.technologyreview.com/view/519851/the-big-data-conundrum-how-to-define-it/>
- [Short NYTimes story on Data Preparation and cleaning] http://www.nytimes.com/2014/08/18/technology/for-big-data-scientists-hurdle-to-insights-is-janitor-work.html?_r=0
- [Different definitions of Big Data – Forbes Article] <http://www.forbes.com/sites/gilpress/2014/09/03/12-big-data-definitions-whats-yours/>
- Hadoop Tutorial: <http://developer.yahoo.com/hadoop/tutorial/module1.html>
- [Discussion on BigData in Society] <https://www.foreignaffairs.com/articles/2013-04-03/rise-big-data>



Further Readings – Part 5

- [Basics of Data Governance – Wikipedia]
https://en.wikipedia.org/wiki/Data_governance
- [Webinar on Data Governance in BigData, 2013]
<https://www.youtube.com/watch?v=PXpWhzM2TN0>
- [Short Book on Data Governance and Data Warehousing, 2010]
http://download.101com.com/pub/tdwi/files/OnsiteCourseOutlines/Preview_TDWI%20Data%20Governance%20Fundamentals_100411.pdf
- [Data Governance – classical View – Turtorial]
http://www.jannekorhonen.fi/MDM_and_Data_Governance.pdf
- [On-line Webinar of Data Governance]
https://www.youtube.com/watch?v=mQ_5IX9fv1s
- [Webinar on Data Steward as part of Data Governance]
<https://www.youtube.com/watch?v=853H2H06fmU>
- [Short History of Big Data]
<http://www.forbes.com/sites/gilpress/2013/05/09/a-very-short-history-of-big-data/>



Further Readings – Part 6

- Webopedia: <http://www.webopedia.com/TERM/H/hadoop.html>
- YouTube tutorial: <https://www.youtube.com/watch?v=OoEpf6yga8>
- Basic book on Hadoop: **Hadoop for Dummies**, by Robert Schneider, available free online: <https://s3.amazonaws.com/piazza-resources/hqec11rq5m6e5/hrnuizxzu4e20m/Hadoop.PDF?AWSAccessKeyId=AKIAJKOQYKAYOBKKVTKQ&Expires=1438434879&Signature=279tsplJAVhyYIR29TSHWH1ccMI=>
- How to set up a quick Hadoop cluster yourself? A basic tutorial: <http://web.stanford.edu/class/cs246/homeworks/tutorial.pdf>
- Hadoop Tutorial: <http://developer.yahoo.com/hadoop/tutorial/module1.html>
- Hadoop API: <http://hadoop.apache.org/common/docs/current/api>
- HDFS Commands Reference: http://hadoop.apache.org/hdfs/docs/current/file_system_shell.html



Further Readings – Part 7

- [Short Interview on Analytics for Targeting in Retail] <http://www.forbes.com/sites/rahimkanani/2013/07/29/target-practice-the-power-of-predictive-analytics/>
- [General Article on Analytics with Many references] <https://practicalanalytics.wordpress.com/2012/03/18/making-money-on-predictive-analytics-tools-consulting-and-content/>
- [NYTimes article on predictive apps] <http://www.nytimes.com/2013/07/30/technology/apps-that-know-what-you-want-before-you-do.html?pagewanted=1&r=1&>
- [Overview article on defining metrics and analytics] <http://www.kaushik.net/avinash/web-analytics-101-definitions-goals-metrics-kpis-dimensions-targets/>
- Nice High level article on Web Analytics – Pragmatic] <http://www.kaushik.net/avinash/ten-fundamental-web-analytics-truths/>
- [short Blog on Simplicity in analytics] <http://www.kaushik.net/avinash/the-action-dashboard-an-alternative-to-crappy-dashboards/>
- [Blog on minimalist metrics for Ecommerce] <http://www.kaushik.net/avinash/rules-choosing-web-analytics-key-performance-indicators/>



Further Readings – Part 8

- [Short Interview on Analytics for Targeting in Retail] <http://www.forbes.com/sites/rahimkanani/2013/07/29/target-practice-the-power-of-predictive-analytics/>
- [Paper on predicting purchase intent and targeting ads – not too technical] http://www.affectiva.com/wp-content/uploads/2014/12/14.McDuff_et_al-Predicting.pdf
- [Tutorial on Internet of Things – IOT] http://www.gsma.com/connectedliving/wp-content/uploads/2014/08/cl_iot_wp_07_14.pdf
- [Chapter in book, 2014 – survey of IOT – a bit technical] <http://www.charuaggarwal.net/iot.pdf>
- [Very Thorough Tutorial on Computational Advertising] <http://tutorial.computational-advertising.org/images/WSMDM2015.pdf>
- [Tutorial on Pay-per-click Advertising] http://www.tutorialspoint.com/pay_per_click/ppc_tutorial.pdf
- [Tutorial on Social Media analytics] http://www.ox.ac.uk/sites/files/oxford/field/field_document/Social%20media%20analytics%20%2826.10.14%29.pdf