Master Competitive Analytics with Oracle Endeca Information Discovery (Oracle (McGraw-Hill))

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Oracle Endeca Information Discovery Best Practices

Maximize the powerful capabilities of this self-service enterprise data discovery platform. *Master Competitive Analytics with Oracle Endeca Information Discovery* reveals how to unlock insights from any type of data, regardless of structure. The first part of the book is a complete technical guide to the product's architecture, components, and implementation. The second part presents a comprehensive collection of business analytics use cases in various industries, including financial services, healthcare, research, manufacturing, retail, consumer packaged goods, and public sector. Step-by-step instructions on implementing some of these use cases are included in this Oracle Press book.

- Install and manage Oracle Endeca Server
- Design Oracle Endeca Information Discovery Studio visualizations to facilitate user-driven data exploration and discovery
- Enable enterprise-driven data exploration with Oracle Endeca Information Discovery Integrator
- Develop and implement a fraud detection and analysis application
- Build a healthcare correlation application that integrates claims, patient, and operations analysis; partners; clinical research; and remote monitoring
- Use an enterprise architecture approach to incrementally establish big data and analytical capabilities

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