

## Top 10 tips on Big Data

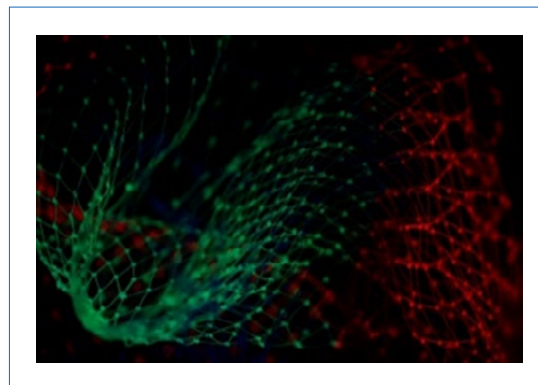
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### Abstract

The Top 10 tips of Big Data Analytics is as follow. Firstly Identify the right problem, Fact gathering and analytics will solve the problem. In Fact, gathering all information and reports that are pertinent to the issue, Conducting new analysis with available data. Get Stakeholders Onside Analytics, I/T, Operation, Marketing and Finance. Extent of Involvement will depend on complexity of project Example: Response Model vs. Profitability or Future Value Models Example: Building Real-Time Predictive Analytics Solutions. Key Success Factor: Constant ongoing communication led by the analytics practitioner. Develop a solution that does the following: Easy to implement, Demonstrates significant business benefit. RFM analysis (Recency, Frequency, and Monetary Value). Use of above metric to create overall index (RFM).



### Biography

Richard Boire's experience in predictive analytics and data science dates back to 1983, when he received an MBA from Concordia University in Finance and Statistics. His initial experience at organizations such as Reader's Digest and American Express allowed him to become a pioneer in the application of predictive modelling technology for all database and CRM type marketing programs. This extended to the introduction of models which targeted the acquisition of new customers based on return on investment

### Publications

1. Book Data Mining for Managers: How to Use Data (Big and Small) to Solve Business Challenges
2. The practitioner's viewpoint to data mining: key lessons learned in the trenches and case studies August 2011KDD '11

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