



Big Data Analytics Using Splunk: Deriving Operational Intelligence from Social Media, Machine Data, Existing Data Warehouses, and Other Real-Time Streaming Sources (Paperback)

By Peter Zadrozny, Raghu Kodali

Springer-Verlag Berlin and Heidelberg GmbH Co. KG, Germany, 2013. Paperback. Condition: New. 1st ed.. Language: English. Brand New Book. Big Data Analytics Using Splunk is a hands-on book showing how to process and derive business value from big data in real time. Examples in the book draw from social media sources such as Twitter (tweets) and Foursquare (check-ins). You also learn to draw from machine data, enabling you to analyze, say, web server log files and patterns of user access in real time, as the access is occurring. Gone are the days when you need be caught out by shifting public opinion or sudden changes in customer behavior. Splunk s easy to use engine helps you recognize and react in real time, as events are occurring. Splunk is a powerful, yet simple analytical tool fast gaining traction in the fields of big data and operational intelligence. Using Splunk, you can monitor data in real time, or mine your data after the fact. Splunk s stunning visualizations aid in locating the needle of value in a haystack of a data. Geolocation support spreads your data across a map, allowing you to drill down to geographic areas of interest. Alerts can...



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