



# Graph Analysis and Visualization: Discovering Business Opportunity in Linked Data

By Richard Brath, David Jonker

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**Graph Analysis and Visualization: Discovering Business Opportunity in Linked Data** By Richard Brath, David Jonker

**Wring more out of the data with a scientific approach to analysis**

*Graph Analysis and Visualization* brings graph theory out of the lab and into the real world. Using sophisticated methods and tools that span analysis functions, this guide shows you how to exploit graph and network analytic techniques to enable the discovery of new business insights and opportunities. Published in full color, the book describes the process of creating powerful visualizations using a rich and engaging set of examples from sports, finance, marketing, security, social media, and more. You will find practical guidance toward pattern identification and using various data sources, including Big Data, plus clear instruction on the use of software and programming. The companion website offers data sets, full code examples in Python, and links to all the tools covered in the book.

Science has already reaped the benefit of network and graph theory, which has powered breakthroughs in physics, economics, genetics, and more. This book brings those proven techniques into the world of business, finance, strategy, and design, helping extract more information from data and better communicate the results to decision-makers.

- Study graphical examples of networks using clear and insightful visualizations
- Analyze specifically-curated, easy-to-use data sets from various industries
- Learn the software tools and programming languages that extract insights from data
- Code examples using the popular Python programming language

There is a tremendous body of scientific work on network and graph theory, but very little of it directly applies to analyst functions outside of the core sciences – until now. Written for those seeking empirically based, systematic analysis methods and powerful tools that apply outside the lab, *Graph Analysis and Visualization* is a thorough, authoritative resource.

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### Editorial Review

From the Back Cover

#### Connect the dots in your business data to discover actionable insights

*Graph Analysis and Visualization* brings graph and network theory out of the lab into the real world, with sophisticated methods and tools that apply to the worlds of business, finance, strategy, and design. Authors Richard Brath and David Jonker bring high-level expertise and a true analyst's perspective to provide a handbook for exploiting graph and network analytic techniques that enable the discovery of new business insights and opportunities.

This informative, authoritative guide describes the process of creating powerful visualizations step-by-step, illustrated with engaging real-world examples from sports, finance, marketing, security, social media, and more. Detailed coverage includes examples of different software, tools, and programming languages that help you extract more information from the data, including Gephi, CytoScape, and D3.js, with sample Python and JavaScript code available for immediate download and use. You'll learn how to take the data you have and perform network analysis, use the mathematical elements of graph theory to extract valuable insight, and use visual design techniques to better communicate the information to decision makers.

**With detailed examples, sample data sets, code, and graphic tutorials, *Graph Analysis and Visualization* shows you how to:**

- Use the appropriate type of graph for every problem
- Collect, clean, and organize data quickly, efficiently, and correctly
- Format visualizations for high readability without sacrificing accuracy
- Master the tools that allow deep data exploration and interpretation
- Create custom visualizations with a little lightweight programming
- Choose effective graph analysis techniques to get the most out of your data
- Utilize advanced visualization techniques including dynamic graphs and Big Data tools and queries

About the Author

**Richard Brath** is actively involved in the research, design, and development of data visualization and visual analytics for both research and commercial applications for some of the world's largest companies and top software vendors. His solutions range from rich, interactive visualizations for mobile devices, to large multi-touch, multi-screen installations and web-based analytical visualizations for business applications. **David Jonker** is a designer and developer of visualization platforms and applications for web-based, distributed, desktop, and mobile use. He created visualization products for NASDAQ MarketSite real-time broadcast in Times Square, and is currently a lead on the DARPA XDATA program, developing new tools and technologies for making sense of Big Data. Brath and Jonker are partners at a leading visual analytics firm. Between them they have presented at more than 30 industry conferences, and have published numerous articles and research papers.

## **Users Review**

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#### **Hallie Cathey:**

Do you one among people who can't read gratifying if the sentence chained in the straightway, hold on guys that aren't like that. This Graph Analysis and Visualization: Discovering Business Opportunity in Linked Data book is readable by simply you who hate the straight word style. You will find the facts here are arrange for enjoyable examining experience without leaving even decrease the knowledge that want to give to you. The writer regarding Graph Analysis and Visualization: Discovering Business Opportunity in Linked Data content conveys prospect easily to understand by most people. The printed and e-book are not different in the written content but it just different in the form of it. So , do you nonetheless thinking Graph Analysis and Visualization: Discovering Business Opportunity in Linked Data is not loveable to be your top listing reading book?

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#### **Geraldine Carlson:**

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