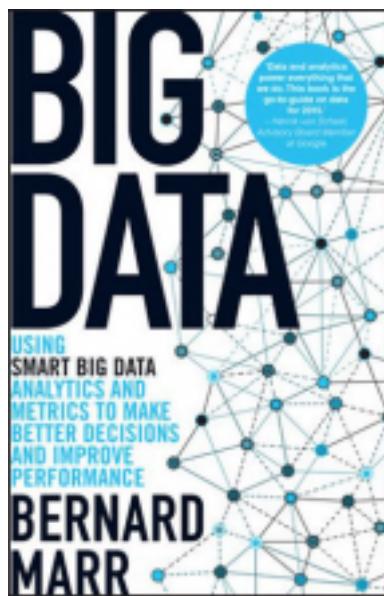

Big data : using smart big data, analytics and metrics to make better decisions and improve performance [1]



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