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Course Name

Big Data Analytics for Managers & Business Leaders

Sector Name

Digital Transformation and Innovation

Document Type

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Big Data Analytics for Managers & Business Leaders

Course Introduction

This training course is designed to provide participants with the essential concepts of Big Data and how they can utilize it to advance decision-making and business benefits.

As managers or specialists are expected to decipher insights from an organization-wide IT system and be able to provide precise analysis and recommendations for senior managers/executives. This course will highlight topics such as cutting-edge techniques to recognize Big Data trends and a toolset for data analysis to help them make better decisions and recommendations.

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Target Audience

This course is designed for business professionals handling functions related to data and data analysis, such as strategists, programme/project managers, analysts, and business process managers.

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Learning Objectives

- ✓ Gain an in-depth understanding of the data lifecycle from source to destination
- ✓ Discuss the nature of Big Data and the technologies in place for storing Big Data
- ✓ Enhance understanding of big data to formulate a business strategy
- ✓ Explore projects on Big Data analysis for decision-making
- ✓ Recognize patterns in data and choose the best tools for analysis

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Course Outline

✓ Day 01

What is data, and how does it come into existence?

- ✓ Data lifecycle – From cradle to grave
- ✓ From data generation, data processing, and data analysis to data-driven insights
- ✓ Translating data insights into business insights
- ✓ Classification of data
- ✓ Structured vs. semi-structured vs. unstructured data
- ✓ Continuous vs. categorical data
- ✓ Nominal vs. ordinal data
- ✓ Demystifying data terminology
- ✓ Big Data -- Data Analytics -- Data Science -- Data Intelligence -- Data Insights

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Course Outline

✓ Day 02

Big Data project overview

- ✓ Different stakeholders in a typical Big Data project
- ✓ Role of each stakeholder in the data landscape – Data Analysts vs. Data Scientists vs. Big Data Engineers
- ✓ Overview of Big Data and its proliferation over the last decade
- ✓ Big Data landscape overview
- ✓ Different tools and technologies that have come into existence for addressing Big Data
- ✓ Four dimensions of Big Data – Volume, Velocity, Variety, Veracity
- ✓ Functional nuances of the four V's of Big Data
- ✓ Apache Software Foundation – The cornerstone of the modern open source software ecosystem
- ✓ Apache Foundation tools and technologies for Big Data

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Course Outline

✓ Day 03

Introduction to the Hadoop ecosystem

- ✓ Overview of Hadoop, MapReduce, YARN, and Spark, and some of the other key components of the Big Data world · Different computing frameworks in the Big Data computing world
- ✓ Cluster computing vs. parallel computing vs. distributed computing
- ✓ Utility of each of the frameworks and application scenarios
- ✓ Building an analytics layer for Big Data problem statements

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Course Outline

✓ Day 04

Data analytics for Big Data

- ✓ Analytics to explore and prepare data models
- ✓ Identify the type of analytics problem to apply the appropriate set of techniques
- ✓ Scenarios and Use Cases – Big Data with analytics and data science
- ✓ Delivering business benefit from Big Data
- ✓ Establishing the business importance of Big Data
- ✓ Data governance and cybersecurity

Application of Big data for analytical decision-making

- ✓ Data flow management and data pipelines
- ✓ How to design data pipelines for effective data flow
- ✓ Master data management
- ✓ Governance, policies, processes, standards, and tools
- ✓ Big Data modelling and management systems
- ✓ Why is a Big Data infrastructure plan needed
- ✓ Different types of databases – Relational Database Management System (RDBMS), data warehouse, data lakes, SQL vs. No-SQL
- ✓ Real-time streaming data vs. batch data - Cloud computing vs. on-premise computing
- ✓ Differences between a traditional database management system and a Big Data management system

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
March 15, 2027	March 18, 2027	4 days	4250.00 \$	UAE , Abu Dhabi
April 26, 2027	April 29, 2027	4 days	4250.00 \$	UAE , Dubai
Sept. 7, 2026	Sept. 10, 2026	4 days	4250.00 \$	UAE , Dubai
Nov. 9, 2026	Nov. 12, 2026	4 days	4950.00 \$	Spain , Barcelona

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