

Big Data Strategy: It's time to Think Bigger

Course Fact Sheet

Certificate: None

Duration: 8 hours video (online)

Course Delivery: eLearning

Accreditor: None

Language: English

Credits: None

Course Description:

Developing and implementing a Big Data strategy is vital if you want to stay in business in the coming years. Big Data offers so many benefits to organizations and research indicated that companies leveraging Big Data financially outperform their peers by 20% or more. So, if you do not want to be left behind, you should focus on Big Data now.

But what is Big Data? How should you develop a Big Data strategy? What can Big Data do for your organization and how should you deal with the privacy aspect of Big Data? Important questions to ask that can be difficult to answer without sufficient knowledge on Big Data.

This unique Big Data strategy training focuses on Big Data from a business perspective and will provide you with all the knowledge and valuable insights to develop a successful and winning Big Data strategy. This is the only training available that focuses on Big Data from a strategic point of view.

Audience:

The Big Data Training is tailored towards decision-makers, marketers, operations managers, supply-chain managers, HR managers, sales representatives, IT personnel and/or financial controllers who want to learn more about Big Data and what it can do for their organization. Here are three use cases of customers who attended training and were very satisfied with it:

1. Senior VP of Marketing large American retail chain

The Big Data training helped me understand how to make use of different customer data sources in order to offer the right product at the right moment to the right customer via the right channel. Developing a Big Data strategy is not easy, but this training enabled me to prepare the board for our Big Data strategy.

2. Operations Manager regional European manufacturer company

We have been thinking to make a move to become a smart factory, but we did not have a common understanding of what Big Data meant and what it could do for our organization. Since

we took this training, we now understand the different important aspects to take into account when starting with Big Data. We expected our smart factory to be operational in 2015.

3. IT employee for a local Australian telecom company

My manager asked me to take this training in order to better understand the business aspects of Big Data. Of course, I had heard about Big Data, but I am not a Big Data Scientist. This training helped me better understand how we should approach Big Data. In addition, I now know that I want to take more technical courses actually to become a Big Data Scientist

Learning Objectives:

Individuals certified at this level will have demonstrated their understanding of:

- What big data is and how it affects your organization
- How to develop a big data strategy
- The 8 important trends that affect any big data strategy
- Big Data brings great responsibility. You will learn how to ensure the privacy of your customers and what the four ethical guidelines are
- Big data requires new technologies, in this course, you will learn about the most important ones and how they affect your company.
- Big data will only become bigger, and those brontobytes will become a common language in the boardroom. You will understand where big data is heading to and how that affects your organization.

Benefits of Taking This Course:

The course will offer you insights into how your organization can benefit from Big Data. It features a vast array of examples of how different organizations from around the world in different industries have applied Big Data within their organizations. This will teach you how to think out-of-the-box and innovate your organization with Big Data. In addition, it offers you guidance on how to ensure that you or your organization does not become the victim of a bad Big Data strategy.

Prerequisites:

A basic understanding of how a business works.

Recommended Reading:

The following book is helpful and highly relevant to this course:

- *Think Bigger - Developing a Successful Big Data Strategy for your Business*

Examination:

- Exam Format: closed-book format, Web-Based. Participants may bring nothing
- Questions: 27 multiple choice questions
- Passing Score: 70%
- Exam Duration: 30 minutes. 15 minutes extra time for non-native English speakers
- Proctoring: None

Agenda:

eLearning
1. Big Data History
2. 7 V's of Big Data Strategy
3. Big Data trends
4. Big Data techniques
5. Privacy & Ethics
6. Big Data roadmap
7. Big Data within your organization
8. Exam

Course Outline

1. Big Data History

- Explanation of the vast moving times we are living in and how that affects organizations

2. 7V's of a Big Data Strategy

- Explanation of the 7V's of Big Data and how that affects your Big Data Strategy.
- Volume, Variety, Velocity, Veracity, Variability, Visualization and Value
- Big Data facts that define Big Data for your organization as well as how Big Data affects society.

3. Important Big Data Trends

- The Mobile Revolution, requiring a different Big Data approach
- Real-time Big Data
- The Internet of Things
- The Industrial Internet
- The Quantified Self
- Big Social Data
- Open / Public Data
- Gamification

4. Big Data Techniques

- Market overview
- Hadoop and MapReduce
- Various ways of analyzing your data

5. Privacy & Ethics

- Big Data ownership
- 4 ethical guidelines

- Big Data security

6. Big Data Roadmap

- Key characteristics data-driven company
- Big Data ROI
- Big Data on the Balance sheet
- Big Data Governance
- Developing a Big Data strategy
- Big Data use case framework - 9 generic Big Data use cases

7. Big Data within your organization

- Big Data and Marketing / PR
- Big Data and Human Resources
- Best Practices of Big Data

8. Future of Big Data

- Descriptive, predictive and prescriptive analytics
- Semantics