Big Data Analytics 101

Navigate Big Data landscape by mastering the fundamentals of Big Data Analytics and its various business applications

"**81%** of modern corporations want to **get more** and **do more** with data, more than just common knowledge, supplement their own data with external data and data and better leverage data and analytics in business decision-making."
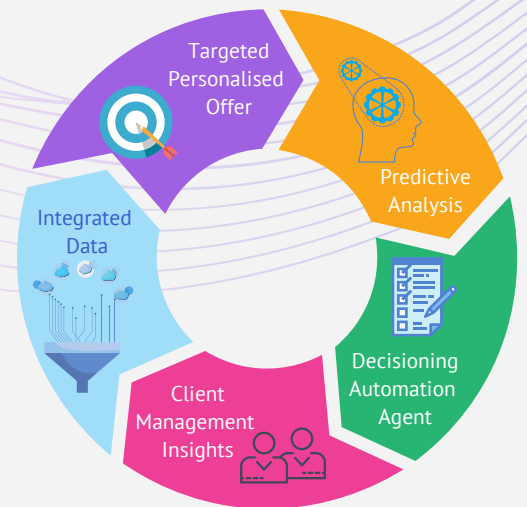
- Forrester

Evolve your business landscape

Expose your team with comprehensive introductory overview with Big Data Analytics

- 5 modules in **3-4** Hours
- via **online**
- **Certificate** — Certificate of Completion will be provided upon completion of the course
- **HRDF** claimable

Endless possibilities with Big Data Analytics, including:

- Targeted Personalised Offer
- Predictive Analysis
- Decisioning Automation Agent
- Client Management Insights
- Integrated Data

Module

Introduction

Discover the **emergence** and **importance** of Big Data and Big Data Analytics, the datafication of the world, the importance of public cloud and how data silos can hinder Big Data projects

Big Data Analytics

Learn about different **types of analytics** such as descriptive and predictive both, simple and advanced analytics, for example text analytics that can be applied on unstructured data and **Machine Learning frameworks**

Big Data Technologies

Recognize **Big Data architecture frameworks** and various **Big Data technologies** including public clouds, the crucial knowledge during planning of Big Data projects to identify all business and technical requirements that determine the viability of any Big Data project

Big Data Management

Familiarize with **tools** and **technologies** to handle, organize or utilize large volumes of structured and unstructured data efficiently, including **Hadoop**, software library used for storing, processing and querying efficient data

5 x Use Cases

Learn how **AMEX, UPS, Delta Airlines, Walmart** and **Alibaba** managed by producing insights from internal and external data to solve business problems, reduce costs, enhance customer loyalty & experience, effectively **gaining competitive advantage** against their competitors