

# CERTIFIED BIG DATA & DATA ANALYTICS PRACTITIONER

## COURSE OVERVIEW

This comprehensive course equips participants with the skills and knowledge needed to excel in data-driven decision-making and analytics. Designed for business users, the course simplifies complex concepts, focusing on practical applications rather than technical depth. Participants will gain a strong foundation in understanding big data concepts, applying analytical tools, and utilizing modern data strategies to address business challenges. The course ensures participants are prepared to integrate analytics into their decision-making processes, optimize operations, and enhance business performance, all without requiring programming expertise or advanced technical skills.

## TARGET COMPETENCIES

- Big Data Basics
- Data Analytics Fundamentals
- Data Governance
- Decision-Making Insights
- Practical Applications
- Business Intelligence
- Strategic Data Use

## COURSE OBJECTIVES

By completely attending this course, participants will be able to:

- Understand fundamental concepts of big data and analytics.
- Interpret key insights from large datasets for business decisions.
- Apply user-friendly tools for data analysis and reporting.
- Evaluate data quality and ensure ethical use.
- Use analytics to support strategic business decisions.
- Identify key metrics for measuring performance and outcomes.
- Integrate big data concepts into business workflows.

## TARGET AUDIENCE

This course is designed for business professionals who aim to enhance their data literacy and apply analytics in their roles.

Examples of job titles include:

- Business Analysts
- Marketing Managers
- Financial Analysts
- Operations Managers
- Sales Managers
- Project Coordinators

## NOTE

This course requires participants to bring their own laptops with a Windows operating system and Python 3.x fully installed.

# **COURSE METHODOLOGY**

This course uses a combination of instructor-led presentations, tool demonstrations, and interactive exercises, focusing on hands-on learning with user-friendly tools.

## **COURSE OUTLINE**

### **INTRODUCTION TO BIG DATA**

- Overview of Big Data: Definition, Characteristics, and Importance.
- How Big Data Differs from Traditional Data.
- Applications of Big Data in Business.
- Key Challenges in Managing Big Data.

### **DATA ANALYTICS FUNDAMENTALS**

- Types of Data Used in Business.
- Understanding Descriptive, Predictive, and Prescriptive Analytics.
- Basics of Data Quality and Integrity.
- Real-World Examples of Data Analytics Applications.

### **BIG DATA IN BUSINESS**

- Identifying Business Opportunities with Big Data.
- Using Big Data for Customer Insights.
- Operational Efficiency Through Big Data.
- Case Studies of Big Data Applications in Business.

### **BIG DATA TOOLS AND PLATFORMS**

- Introduction to Business-Friendly Big Data Tools.
- Overview of Cloud-Based Big Data Solutions.
- Selecting the Right Platform for Business Needs.
- Practical Demonstrations of Tool Capabilities.

### **DATA GOVERNANCE AND ETHICS**

- Understanding Data Privacy and Compliance Regulations.
- Ethical Considerations in Big Data Use.
- Best Practices for Data Management in Business.
- Ensuring Data Accuracy and Security.

### **DECISION-MAKING WITH BIG DATA**

- How Big Data Supports Strategic Decisions.
- Identifying Key Metrics for Business Success.
- Simplifying Complex Data for Stakeholder Use.
- Examples of Data-Driven Decision-Making.

### **PRACTICAL APPLICATIONS OF BIG DATA**

- Big Data in Marketing and Customer Retention.
- Supply Chain Optimization Using Big Data.
- Risk Management and Fraud Detection.
- Use Cases of Big Data in energy.

### **IMPLEMENTING BIG DATA STRATEGIES**

- Identifying Business Goals for Big Data Use.
- Building a Data-Driven Culture.
- Choosing Scalable Solutions for Long-Term Success.
- Steps to Integrate Big Data into Business Processes.

To register or for complete course information

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