

Certificate in Big Data Fundamentals (CBDF)

Course code: DMBI-010



SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Data empowers organizations, governments and society to enhance their decision making. Data has been termed “the new oil”, and the demand for data has led to the digital revolution. Participants on this course learn what Big Data truly is and represents, as well as explore business scenarios and real Big Data use cases across multiple industries. These use cases include Big Data driven analytics and artificial intelligence within the business world. This short course provides participants with the foundational understanding of the importance of Big Data and its role in making business decisions.

Why Attend

This course is interactive with facilitator-led presentations, use cases, and discussions.

Who Should Attend

This course is designed for anyone with no, or limited, understanding of or prior experience with data and data analytics.

— Learning Objectives

- Understand what Big Data is, and its importance for business success
- Describe the various formats and sources of Big Data
- Understand how Big Data can work for their organization needs
- Detail how Big Data supports analytics

Course Outline

DAY
1

Big Data 101

- What is data?
- Why do we need data?
- Research
- Business Intelligence
- Analytics
- Feedback
- Digital Revolution
- Big Data Defined
- Impacts of Big Data
- Business
- Social
- Personal
- Big Data Analytics
- Advanced Analytics
- Artificial Intelligence
- Relevant Big Data Business Examples
- Facebook
- Netflix
- Google
- Apple
- Amazon

DAY
2

Big Data and Data Analytics

- Big Data Use Cases by Industry
- Healthcare
- Telco
- Financial
- Manufacturing (CPG)
- Retail
- Hospitality
- Energy
- Big Data Technology

- Software/Hardware
- Cloud 101
- Big Data Case Studies
- Etisalat
- Uber
- Ebay
- CERN

— Upcoming Classroom Dates

Schedule available on request. Contact SPARK Training for current dates, locations, and fees.

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.