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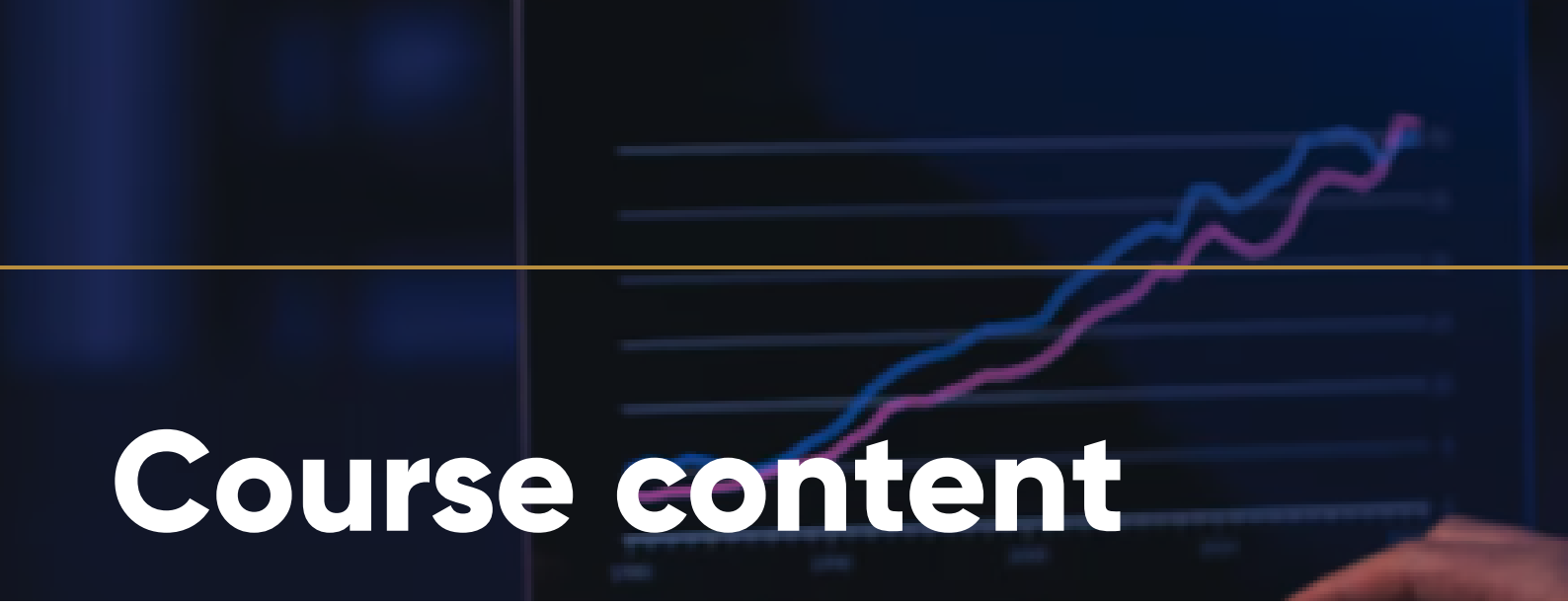



DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-010

# Certificate in Big Data Fundamentals (CBDF)

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Haarlem - Netherlands



# Course content

## Why Attend

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.

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

By the end of the course, participants will be able to:

• 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

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

• Big Data Principles

• Digital Transformation

• Change Management

## Course outline

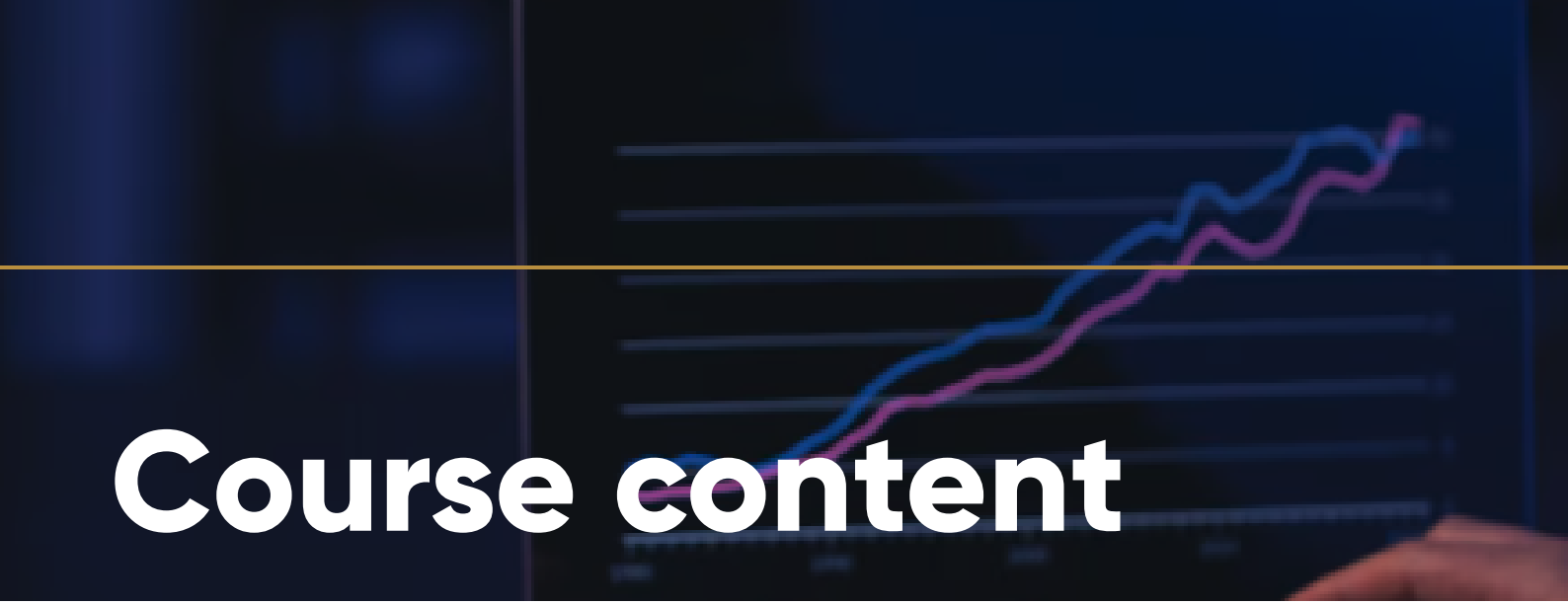
### Big Data 101

• What is data?

• Why do we need data?

• Research

• Business Intelligence



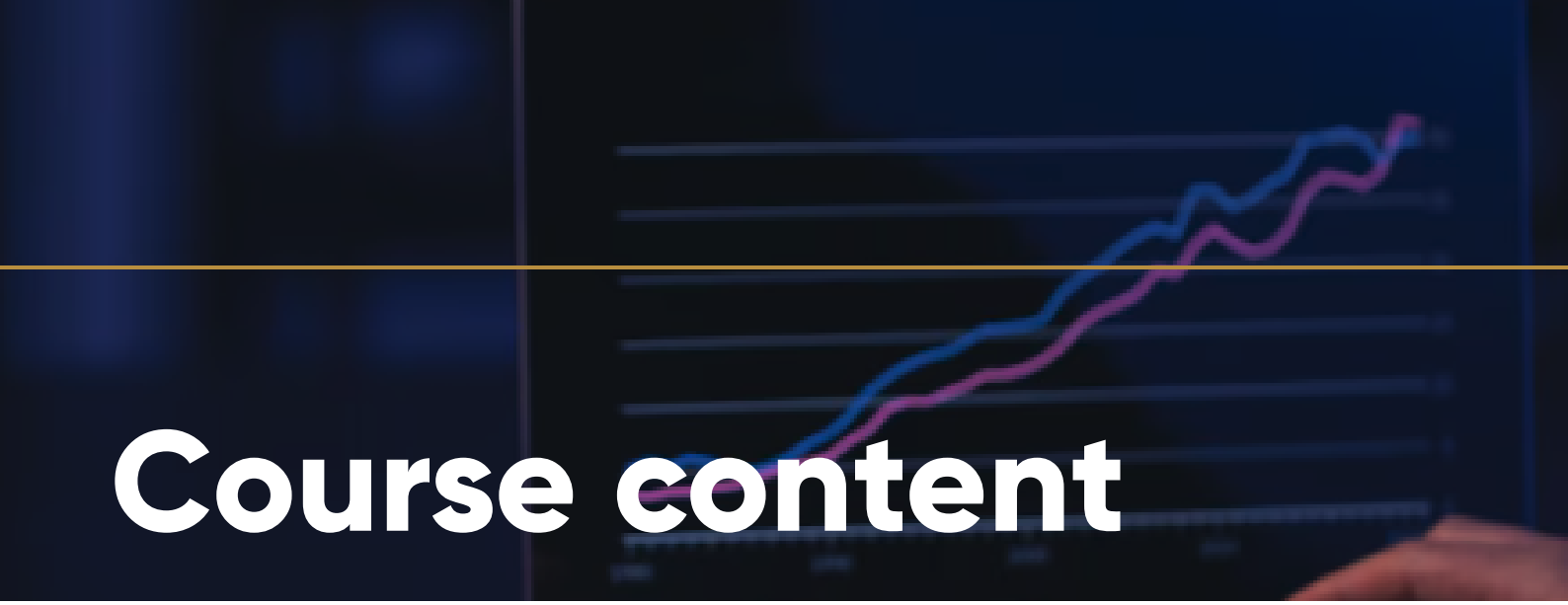
# Course content

## Course outline

- 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

## Big Data and Data Analytics

- Big Data Use Cases by Industry
- Healthcare
- Telco
- Financial



# Course content

## Course outline

- Manufacturing (CPG)
- Retail
- Hospitality
- Energy
- Big Data Technology
- Software/Hardware
- Cloud 101
- Big Data Case Studies
- Etisalat
- Uber
- Ebay
- CERN



# Seminar dates

## Available seminar dates

Live dates and pricing for Certificate in Big Data Fundamentals (CBDF) generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 16 - 20 November 2026 | Munich - Germany | Classroom | **€2,760.-** |
| 7 - 11 December 2026 | Barcelona - Spain | Classroom | **€3,080.-** |
| 11 - 15 January 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 8 - 12 February 2027 | Rome - Italy | Classroom | **€3,400.-** |
| 8 - 12 March 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 12 - 16 April 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 10 - 14 May 2027 | London - U.K | Classroom | **€3,360.-** |
| 14 - 18 June 2027 | Munich - Germany | Classroom | **€3,400.-** |
| 12 - 16 July 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 9 - 13 August 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 13 - 17 September 2027 | Rome - Italy | Classroom | **€3,400.-** |
| 11 - 15 October 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 8 - 12 November 2027 | Barcelona - Spain | Classroom | **€3,080.-** |
| 13 - 17 December 2027 | London - U.K | Classroom | **€3,360.-** |
| 14 - 18 December 2026 | Dubai - UAE | Classroom | **€3,400.-** |
| 11 - 15 January 2027 | Cape Town - South Africa | Classroom | **€3,600.-** |
| 8 - 12 February 2027 | Amsterdam - Netherlands | Classroom | **€3,400.-** |



# Seminar dates

## Available seminar dates

Live dates and pricing for Certificate in Big Data Fundamentals (CBDF) generated from the course details page.

| Date | Location | Format | Fee |
|---|---|---|---|
| 8 - 12 March 2027 | London - U.K | Classroom | **€3,360.-** |
| 12 - 16 April 2027 | Istanbul - Turkey | Classroom | **€2,280.-** |
| 10 - 14 May 2027 | Munich - Germany | Classroom | **€3,400.-** |
| 14 - 18 June 2027 | Paris - France | Classroom | **€3,600.-** |
| 12 - 16 July 2027 | Frankfurt - Germany | Classroom | **€2,600.-** |
| 9 - 13 August 2027 | Kuala lumpur - Malaysia | Classroom | **€1,800.-** |
| 13 - 17 September 2027 | Rome - Italy | Classroom | **€3,400.-** |
| 11 - 15 October 2027 | Vienna - Austria | Classroom | **€3,400.-** |
| 8 - 12 November 2027 | Geneva - Switzerland | Classroom | **€4,200.-** |
| 13 - 17 December 2027 | Madrid - Spain | Classroom | **€3,400.-** |

| | |
|---|---|
| **Live online option** | Online delivery is available at €1,850.-. |