informatech

DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-010

Certificate in Big Data Fundamentals (CBDF)

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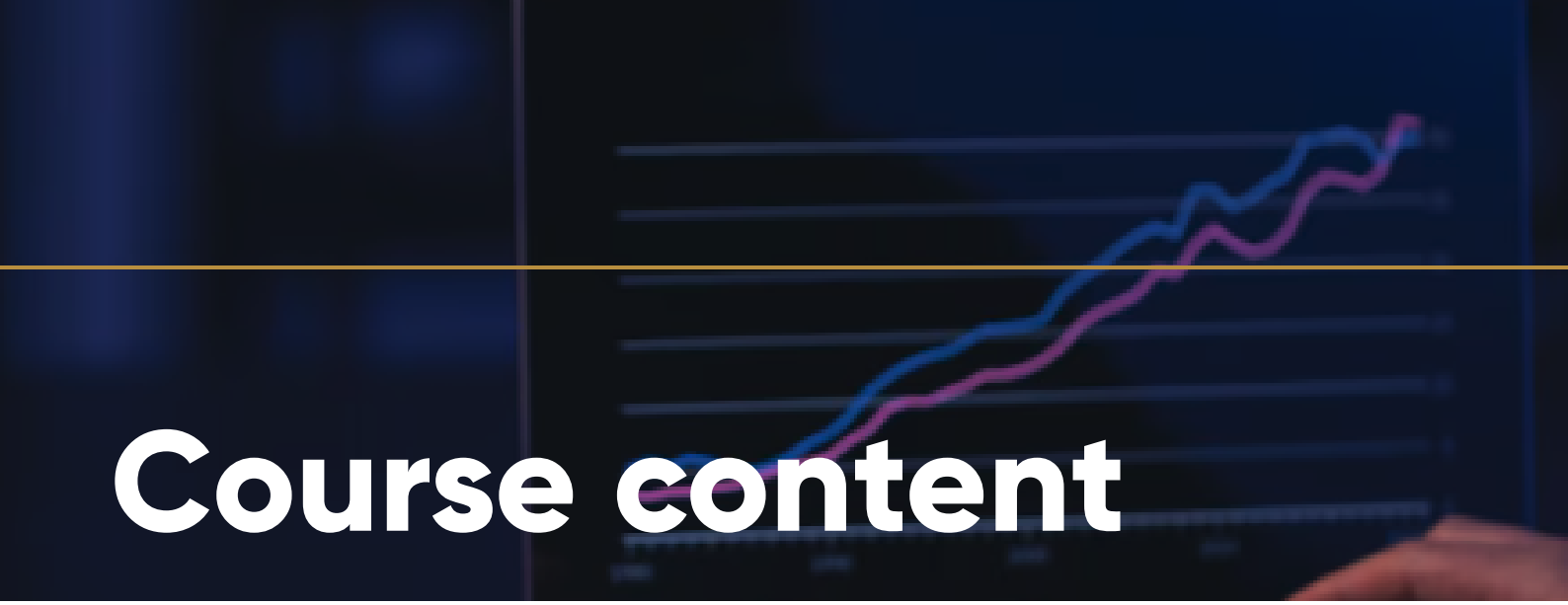


Course content

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

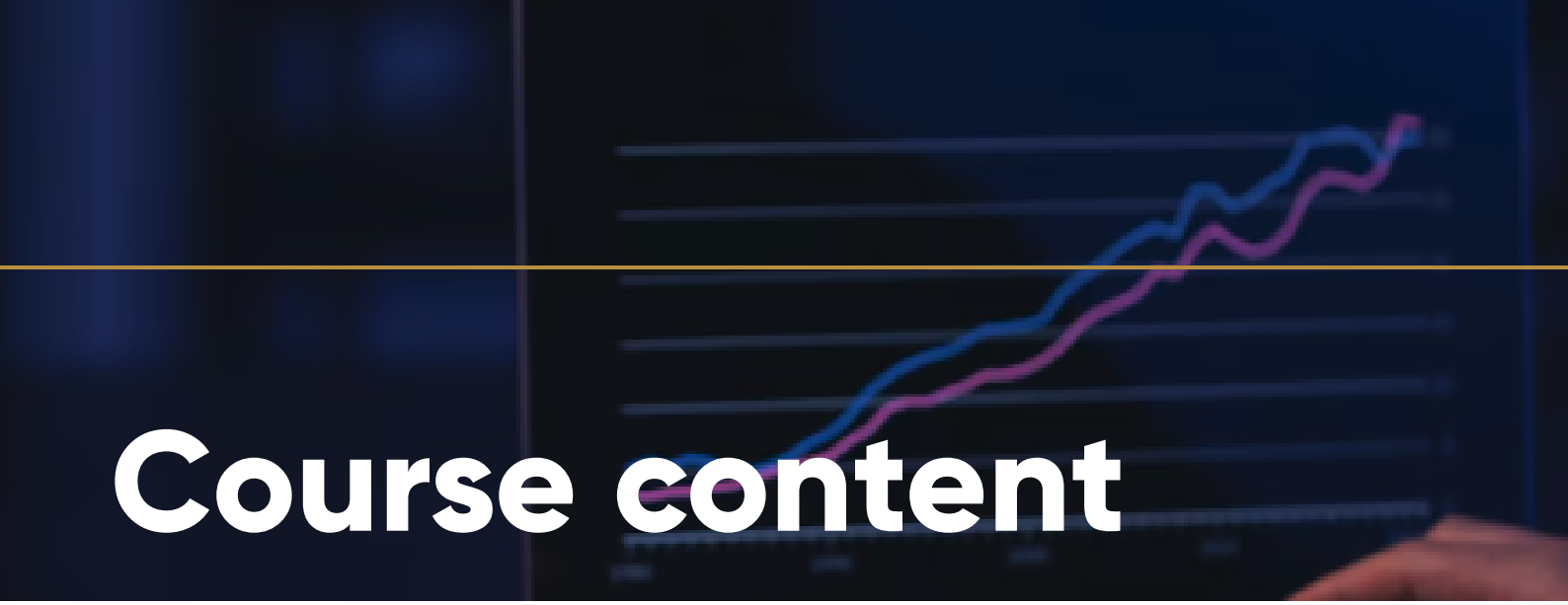
Big Data 101

• What is data?

• Why do we need data?

• Research

• Business Intelligence



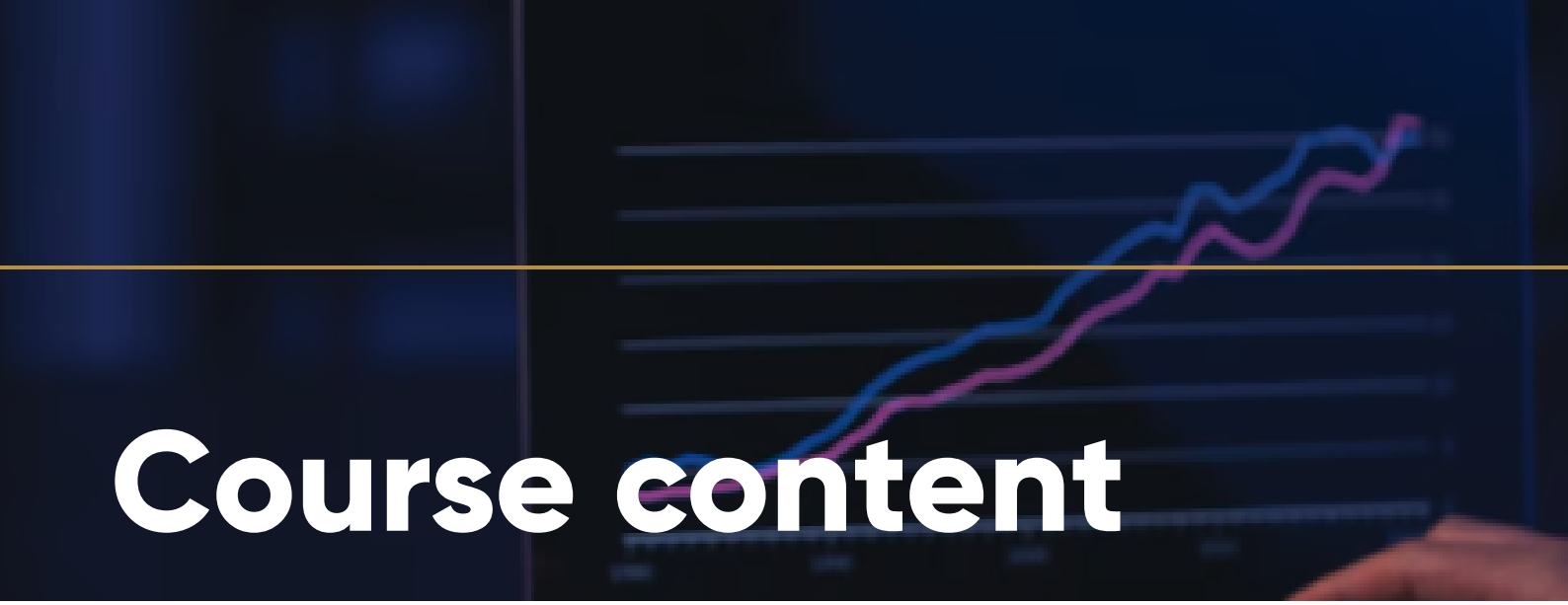
Course content

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
10 - 14 August 2026	Kuala lumpur - Malaysia	Classroom	**€2,250.-**
14 - 18 September 2026	Barcelona - Spain	Classroom	**€3,850.-**
5 - 9 October 2026	London - U.K	Classroom	**€4,200.-**
16 - 20 November 2026	Munich - Germany	Classroom	**€3,450.-**
7 - 11 December 2026	Barcelona - Spain	Classroom	**€3,850.-**

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