# Big Data Analytics for Startup Growth and Scalability Training Course



14 - 18 Dec 2026

Lisbon

4500 € (Per Person)

Ref: #AI8647_49731

## Course Introduction / Overview:

This training course is designed to equip startup founders and professionals with the knowledge and tools needed to leverage big data and AI for business growth. In the fast-paced world of startups, data is not just an asset, it is a competitive advantage. This program goes beyond a theoretical overview and provides a practical, actionable framework for using big data analysis to inform strategic decisions, optimize operations, and scale a business effectively. The curriculum is informed by global experts like Shwetank Saini and his book "Big Data Analytics with Python," and it explores how to apply data-driven techniques to real-world challenges such as customer acquisition, market fit, and product development. Participants will learn how to set up a data infrastructure, conduct advanced analytics, and use AI models to gain deep insights from their data. BIG BEN Training Center has designed this course to be highly relevant to the startup ecosystem, with a focus on cost-effective, scalable solutions that can be implemented immediately. This course is an essential resource for any entrepreneur or professional looking to build a data-first culture and use analytics to drive sustainable business growth.

## Target Audience / This training course is suitable for:

- Startup founders and entrepreneurs.
- Business development managers.
- Data analysts and business intelligence specialists.
- Product managers.
- Marketing and growth managers.
- Small business owners.
- Technology consultants.

## Target Sectors and Industries:

- Technology startups.
- Financial technology (FinTech).
- E-commerce and retail.
- Software as a service (SaaS).
- Healthcare technology.
- Media and advertising.
- Small and medium-sized enterprises (SMEs).

## Target Organizations Departments:

- Business strategy.
- Product management.
- Marketing and growth.
- Data analytics and data science.
- Sales and business development.
- Operations and finance.
- Information technology.

## Course Offerings:

By the end of this course, the participants will have able to:

- Formulate a data strategy that supports their startup’s growth objectives.
- Use AI-powered tools to analyze large datasets and extract valuable business insights.
- Develop predictive models for customer behavior and market trends.
- Implement data-driven marketing campaigns and personalization.
- Optimize operational efficiency and resource allocation using big data analytics.
- Understand the technical infrastructure and tools for data management.
- Measure key performance indicators (KPIs) and make data-informed decisions.

## Course Methodology:

The training course at BIG BEN Training Center uses a methodology tailored for the dynamic environment of startups. We believe that learning is most effective when it is directly applicable to a business's needs. The program is built around a series of practical, hands-on projects where participants work with real or simulated datasets to solve common startup challenges, such as identifying market segments or optimizing user acquisition funnels. We use interactive workshops and case studies of successful data-driven startups to demonstrate key concepts and strategies. Participants will also engage in collaborative problem-solving sessions, where they can discuss their own business challenges and get peer and instructor feedback. The course focuses on using accessible, scalable tools that are a good fit for a startup's budget and technical capabilities. This approach ensures that participants leave not just with knowledge, but with actionable plans and tangible skills they can implement immediately to drive growth.

## Course Agenda (Course Units):

### Unit One: Data Strategy for Startup Growth

- Introduction to big data and AI for startups.
- The importance of a data-first culture.
- Defining a data strategy that supports business goals.
- Key performance indicators (KPIs) for startups.
- Data sources and collection methods.
- Tools and technologies for big data analysis.
- Understanding the business problem for a practical project.

### Unit Two: Customer and Market Analytics

- Analyzing customer behavior and user data.
- Creating customer segments using AI.
- Predictive analytics for user churn and lifetime value.
- Market trend analysis and competitive intelligence.
- Using data to find product-market fit.
- Sentiment analysis for customer feedback.
- Practical project on market analytics.

### Unit Three: Optimizing Operations and Finance

- Data-driven decision-making in operations.
- Using AI for inventory management and supply chain.
- Predictive modeling for financial forecasting.
- Optimizing pricing strategies with data.
- Identifying cost-saving opportunities with analytics.
- Automating routine business tasks.
- Practical project on operational optimization.

## Unit Four: Growth Hacking with AI and Data

- Using big data for targeted marketing campaigns.
- Personalizing the user experience with AI.
- Conversion rate optimization (CRO) with analytics.
- A/B testing and experimentation.
- Automating lead generation and nurturing.
- The role of AI in social media and content strategy.
- Practical project on growth hacking.

## Unit Five: Building a Data-Driven Culture

- The ethical use of data and privacy.
- Scaling your data infrastructure.
- Hiring and managing a data team.
- Overcoming common data challenges in startups.
- The future of AI for business growth.
- Long-term data strategy and business intelligence.
- Final capstone project presentation.

# FAQ:

### Qualifications required for registering to this course?

There are no requirements.

### How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

## Something to think about:

How can a startup founder with limited resources effectively prioritize which data to collect and analyze to generate the highest return on investment for growth and scalability?

## What unique qualities does this course offer compared to other courses?

This training course is specifically designed to address the unique constraints and opportunities faced by startups. While many big data courses are tailored for large corporations, this program focuses on a lean, agile, and cost-effective approach that is vital for new businesses. It stands out by directly linking big data analysis to tangible business outcomes, such as customer acquisition, product-market fitness, and operational efficiency. The curriculum is hands-on and project-based, giving participants the opportunity to apply what they learn to their own business ideas. This is an indispensable advantage for entrepreneurs who need to see immediate results. We also uniquely address the challenges of building a data-driven culture from the ground up, providing insights on how to manage data teams and choosing the right technology stack without overspending. This strategic and practical focus is what sets BIG BEN Training Center apart and makes this course an essential tool for any startup aiming for sustainable growth.