Strategic Big Data Analytics and Business Intelligence Training Course

19 - 23 Oct 2026

Geneva

5900 € (Per Person)

Ref: #BUI9086_81388

Course Introduction / Overview:

In today's competitive landscape, the ability to transform vast amounts of data into actionable intelligence is no longer a luxury but a strategic necessity. This course provides a comprehensive exploration of Big Data analytics and Business Intelligence (BI), designed to empower professionals to lead data-driven transformations within their organizations. Moving beyond theoretical concepts, the curriculum focuses on the practical application of data strategies to solve real-world business challenges. As highlighted by the renowned academic Thomas H. Davenport in his influential book "Competing on Analytics", organizations that build their strategies around data analytics consistently outperform their peers. This program, offered by BIG BEN Training Center, delves into the entire data lifecycle, from data sourcing and governance to advanced analytics and strategic implementation. Participants will learn to build a robust BI framework, develop insightful KPI dashboards, and cultivate a data-informed culture that drives innovation, efficiency, and sustainable growth. This is not just a technical course; it is a strategic workshop designed to equip leaders with the vision and skills to harness the full power of their data assets.

Target Audience / This training course is suitable for:

- Business Analysts and Data Analysts.
- IT Managers and Project Managers.
- Marketing and Sales Professionals.
- Financial Analysts and Controllers.
- Operations Managers and Supply Chain Specialists.
- Business Executives and Department Heads.
- Strategic Planners and Corporate Strategists.
- Anyone involved in data-driven decision-making processes.

Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Telecommunications and Technology.
- Manufacturing and Logistics.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.
- Energy and Utilities.

Target Organizations Departments:

- Information Technology (IT) and Data Management.
- Marketing and Customer Insights.
- Finance and Accounting.
- Operations and Production.
- Sales and Business Development.
- Strategic Planning and Corporate Development.
- Human Resources.
- Research and Development (R&D).

Course Offerings:

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

- Develop a comprehensive Big Data and Business Intelligence strategy aligned with organizational goals.
- Understand the fundamentals of data architecture, including data warehousing and ETL processes.
- Apply various data analytics techniques, from descriptive to predictive and prescriptive analytics.
- Master the art of data visualization and storytelling to communicate insights effectively.
- Design and implement meaningful Key Performance Indicator (KPI) dashboards.
- Establish robust data governance and data quality management frameworks.
- Evaluate the business impact and ROI of BI and analytics initiatives.
- Lead the cultural shift towards a data-driven decision-making environment.
- Identify future trends in analytics, including the role of AI and machine learning in BI.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants can immediately apply their learning in a professional context. We believe that adult learning is most effective when it combines theoretical knowledge with hands-on application. Therefore, this course moves beyond traditional lectures to incorporate a rich blend of learning techniques. Sessions will feature real-world case studies from various industries, allowing participants to analyze complex business problems and develop strategic data-driven solutions. Collaborative group discussions and teamwork exercises will foster peer-to-peer learning and encourage the exchange of diverse perspectives. Practical workshops will provide hands-on experience in designing data strategies and creating dashboard mockups. Our expert instructors facilitate a dynamic learning environment, providing continuous feedback and guiding participants through complex topics. The course structure is designed to build skills progressively, ensuring a solid understanding of foundational concepts before moving on to advanced strategic implementation, making the learning experience both comprehensive and impactful.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Data Analytics and BI

- Introduction to Big Data and its characteristics (Volume, Velocity, Variety).
- The evolution and strategic importance of Business Intelligence (BI).
- Differentiating between data, information, insights, and wisdom.
- Cultivating a data-driven organizational culture.
- Understanding the analytics maturity model and assessing your organization.
- Key concepts in data governance and its role in strategy.
- Aligning BI and analytics strategy with overall business objectives.

Unit Two: Data Management and Architecture

- Exploring different types of data sources (structured, semi-structured, unstructured).
- Fundamentals of data warehousing and data lakes.
- The ETL (Extract, Transform, Load) and ELT processes explained.
- Principles of effective data modeling and database design.
- Ensuring data quality and implementing data cleansing techniques.
- Introduction to Master Data Management (MDM).
- The role of cloud platforms in modern data architecture.

Unit three: Core Analytics Techniques and Methods

- Descriptive Analytics: Understanding past performance through reporting.
- Diagnostic Analytics: Uncovering the root causes of business events.
- Predictive Analytics: Forecasting future trends and behaviors.
- Prescriptive Analytics: Recommending optimal actions and decisions.
- Introduction to data mining techniques for pattern discovery.
- Fundamentals of machine learning for Business Intelligence.
- Statistical methods for business analysis and interpretation.

Unit Four: Business Intelligence in Action

- The landscape of BI tools and platforms (concepts and capabilities).
- Principles of effective data visualization and dashboard design.
- The art of data storytelling: Communicating insights with impact.
- Developing and tracking Key Performance Indicators (KPIs).
- Building interactive and user-centric BI dashboards.
- Self-service BI: Empowering business users with data.
- Best practices for BI reporting and performance management.

Unit Five: Developing and Implementing a BI Strategy

- Conducting a BI readiness assessment and gap analysis.
- Creating a strategic BI implementation roadmap.
- Managing BI projects and leading change within the organization.
- Measuring the Return on Investment (ROI) of analytics initiatives.
- Ethical considerations and privacy issues in data analytics.
- Future trends: AI, real-time analytics, and the future of BI.
- Final project: Developing a BI strategy blueprint for a case study.

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:

In an era of advanced predictive analytics, how can organizations ethically balance data-driven decision-making with the preservation of individual privacy and autonomy?

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

This course distinguishes itself by focusing on the strategic integration of Big Data analytics and Business Intelligence, rather than concentrating solely on the technical aspects of specific tools. While many programs teach how to use software, our curriculum emphasizes how to think strategically about data as a core business asset. We bridge the critical gap between IT and business departments, equipping participants with a holistic understanding of the entire data value chain, from architectural design to executive-level strategic implementation. The methodology is rooted in practical application, using industry-relevant case studies and a capstone project where participants develop a complete BI strategy blueprint. This ensures that the learning is not just theoretical but directly transferable to real-world organizational challenges. Furthermore, the course content is continuously updated to reflect the latest trends, including the impact of AI on BI and the growing importance of data ethics, providing a forward-looking perspective that prepares leaders for the future of data-driven business.