Big Data Analytics for Strategic Decision-Making Training Course

15 - 19 Nov 2026

Amman

3800 € (Per Person)

Ref: #DT2868_223355

Course Introduction / Overview:

In today's hyper-competitive business environment, the ability to leverage vast amounts of data is no longer a luxury but a strategic imperative. This course provides a comprehensive framework for understanding and applying big data analytics to drive impactful business decisions. We move beyond the technical jargon to focus on the strategic application of data insights, transforming raw information into a powerful asset for competitive advantage. As highlighted by the renowned academic Thomas H. Davenport in his seminal work, "Competing on Analytics: The New Science of Winning," organizations that build their strategies around data-driven insights consistently outperform their peers. This program, offered by BIG BEN Training Center, is meticulously designed to bridge the gap between data science and business strategy. Participants will explore the entire big data lifecycle, from data acquisition and processing to advanced analytics and visualization, all within the context of real-world business challenges. The curriculum empowers leaders to ask the right questions, interpret complex analytical models, and foster a data-driven culture that supports innovation, operational efficiency, and sustainable growth. This is not just a technical course; it is a strategic masterclass for the modern decision-maker.

Target Audience / This training course is suitable for:

- Business Analysts and Data Analysts.
- Senior Managers and Department Heads.
- C-Level Executives (CEO, CIO, COO).
- IT Professionals and Project Managers.
- Marketing and Sales Managers.
- Finance and Operations Professionals.
- Strategy and Corporate Planning Specialists.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

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

Target Organizations Departments:

- Strategic Planning and Business Development.
- Marketing and Customer Insights.
- Finance and Risk Management.
- Operations and Supply Chain Management.
- Information Technology (IT) and Data Management.
- Human Resources.
- Product Development and Innovation.
- Executive Management.

Course Offerings:

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

- Articulate the strategic value of big data within their organization.
- Evaluate the core components of the big data ecosystem, including Hadoop and Spark.
- Apply fundamental data mining and statistical analysis techniques.
- Develop predictive models to forecast business trends and outcomes.
- Create compelling data visualizations and dashboards to communicate insights effectively.
- Formulate a data-driven strategy aligned with organizational goals.
- Understand the principles of data governance and ethical data handling.
- Lead initiatives to foster a data-centric culture within their teams.
- Translate complex data findings into actionable business recommendations.
- Assess the ROI of big data projects and initiatives.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in a professional context. This course moves beyond traditional lecture-based formats by integrating a dynamic blend of expert-led presentations, real-world case study analyses, and collaborative group workshops. Participants will engage in hands-on exercises that simulate actual business challenges, allowing them to work with sample datasets and apply analytical techniques in a controlled environment. Interactive sessions encourage open discussion, peer-to-peer learning, and the sharing of diverse industry perspectives. Our expert instructors facilitate these discussions, providing personalized feedback and guiding participants toward a deeper understanding of strategic data application. The program emphasizes a problem-solving approach, where theoretical concepts are always linked to practical, actionable outcomes. This immersive learning experience ensures that attendees not only grasp the concepts of big data analytics but also build the confidence and skills necessary to implement data-driven strategies within their own organizations.

Course Agenda (Course Units):

Unit One: Foundations of Big Data and Strategic Imperatives

- The Evolution from Business Intelligence to Big Data Analytics.
- Defining the Five Vs of Big Data (Volume, Velocity, Variety, Veracity, Value).
- Understanding the Strategic Importance of Data-Driven Decision Making.
- Identifying Key Business Problems Solvable with Big Data.
- The Role of Data in Gaining a Competitive Advantage.
- Introduction to the Data Analytics Lifecycle.
- Case Studies of Successful Big Data Implementations.
- Aligning Data Strategy with Corporate Strategy.

Unit Two: The Big Data Technology Ecosystem

- Introduction to Distributed Computing and Storage Concepts.
- Core Components of the Hadoop Ecosystem (HDFS, MapReduce, YARN).
- Exploring Apache Spark for Real-Time Data Processing.
- Understanding NoSQL Databases (e.g., MongoDB, Cassandra).
- Data Warehousing vs. Data Lakes.
- Cloud-Based Big Data Platforms and Services.
- Tools for Data Ingestion and ETL (Extract, Transform, Load) Processes.
- Evaluating Technology Stacks for Different Business Needs.

Unit Three: Core Techniques in Data Analytics and Mining

- Fundamentals of Exploratory Data Analysis (EDA).
- Statistical Concepts for Business Analytics.
- Data Cleaning, Preprocessing, and Transformation Techniques.
- Association Rule Mining for Market Basket Analysis.
- Clustering Algorithms for Customer Segmentation (e.g., K-Means).
- Classification Techniques for Predictive Modeling (e.g., Decision Trees).
- Regression Analysis for Forecasting.
- Text Mining and Sentiment Analysis for Unstructured Data.

Unit Four: Advanced Analytics and Data Visualization for Impact

- Introduction to Predictive Analytics and its Business Applications.
- Fundamentals of Machine Learning for Decision Makers.
- Building and Evaluating Predictive Models.
- Principles of Effective Data Visualization.
- Using Dashboards and Storytelling to Communicate Insights.
- Key Performance Indicators (KPIs) and Business Metrics.
- Tools for Interactive Data Visualization.
- Presenting Analytical Results to Executive Stakeholders.

Unit Five: Implementing a Data-Driven Strategy and Governance

- Developing a Roadmap for Big Data Implementation.
- Building a Data-Driven Organizational Culture.
- The Role of the Chief Data Officer (CDO).
- Principles of Data Governance and Data Quality Management.
- Ethical Considerations and Privacy Issues in Big Data.
- Ensuring Data Security and Compliance.
- Measuring the Return on Investment (ROI) of Analytics Projects.
- Capstone Project: Developing a Strategic Analytics Plan 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:

Beyond improving efficiency, how can predictive analytics fundamentally reshape an organization's business model and competitive landscape?

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

This course distinguishes itself by focusing on the critical intersection of technology and business strategy, a nexus often overlooked by purely technical or purely managerial programs. While other courses may concentrate heavily on specific software or coding languages, our curriculum is designed for business leaders and professionals who need to understand how to leverage data for strategic advantage, not just how to process it. We emphasize the "why" behind the analytics—how to formulate the right business questions, interpret the results of complex models, and translate those insights into actionable, profitable strategies. The methodology is rooted in real-world application, using a case-study approach that challenges participants to solve complex business problems. This ensures that learning is not abstract but directly applicable to the challenges they face in their own organizations. Furthermore, the course content is continuously updated to reflect the latest trends and strategic frameworks in the rapidly evolving field of data analytics, providing a forward-looking perspective that equips participants for future challenges and opportunities in the data-driven economy.