Strategic Big Data Analytics and Business Intelligence Training Course



28 Dec 2026 - 01 Jan 2027

Amsterdam

5900 € (Per Person)

Ref: #IT5308_158817

Course Introduction / Overview:

In today's hyper-competitive landscape, the ability to harness vast amounts of data is no longer a luxury but a strategic imperative. This course provides a comprehensive roadmap for transforming raw data into actionable business intelligence and a sustainable competitive advantage. We will explore the entire lifecycle of data, from collection and storage to advanced analytics and strategic implementation. As Thomas H. Davenport highlights 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 moves beyond the technical aspects of big data to focus on the strategic management required to embed analytics into the core of your organization's decision-making processes. Participants will learn to develop a coherent big data strategy, select appropriate technologies, and foster a data-driven culture. At BIG BEN Training Center, we are dedicated to equipping leaders with the skills to not only understand data but to strategically leverage it for innovation, efficiency, and growth, ensuring they can navigate the complexities of the modern data ecosystem with confidence and foresight.

Target Audience / This training course is suitable for:

- Business Analysts and Data Analysts.
- IT Managers and Project Managers.
- Business Intelligence Professionals.
- Marketing and Sales Managers.
- Financial Analysts and Controllers.
- Operations Managers and Supply Chain Leaders.
- C-Level Executives and Senior Management.
- Strategic Planners and Corporate Strategists.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

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

Target Organizations Departments:

- Information Technology (IT) and Data Management.
- Marketing and Customer Insights.
- Finance and Accounting.
- Operations and Production.
- Strategy and Business Development.
- Sales and Revenue Management.
- 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 strategy aligned with organizational goals.
- Evaluate and select appropriate big data technologies and BI tools.
- Implement robust data governance and quality management frameworks.
- Apply advanced analytical techniques like predictive modeling and machine learning.
- Design effective BI dashboards and performance metrics (KPIs).
- Master data visualization and storytelling to communicate insights effectively.
- Lead the cultural change required to foster a data-driven organization.
- Assess the ROI of big data and business intelligence initiatives.
- Navigate the ethical and privacy considerations of data management.

Course Methodology:

This training course employs a dynamic and interactive learning methodology designed for maximum knowledge retention and practical application. The approach at BIG BEN Training Center is centered on experiential learning, moving beyond theoretical lectures to immerse participants in real-world challenges. The curriculum is delivered through a blend of expert-led presentations, interactive group discussions, and detailed case study analyses of successful and unsuccessful big data implementations. Participants will engage in hands-on workshops and practical exercises that require them to develop data strategies, design BI dashboards, and interpret complex datasets. Team-based projects will foster collaboration and allow participants to apply learned concepts to simulated business problems, mirroring the cross-functional nature of data initiatives in the corporate world. Continuous feedback from the instructor and peer-to-peer review sessions are integral components, ensuring a deep and practical understanding of strategic data management. This blended approach guarantees that participants leave not just with knowledge, but with the confidence and skills to implement effective data strategies within their own organizations.

Course Agenda (Course Units):

Unit One: The Strategic Imperative of Big Data and BI

- The evolution from data to wisdom.
- Defining big data, business intelligence, and analytics.
- The strategic value of data-driven decision-making.
- Aligning data strategy with corporate strategy.
- Identifying key business questions that data can answer.
- Case studies of data-driven market leaders.
- The role of the Chief Data Officer (CDO).

Unit Two: Big Data Ecosystem and Technologies

- Understanding the big data technology landscape.
- Core components: Hadoop, Spark, and NoSQL databases.
- Data warehousing vs. data lakes.
- Cloud-based analytics platforms (AWS, Azure, GCP).
- ETL (Extract, Transform, Load) processes and data pipelines.
- Introduction to real-time data processing and streaming analytics.
- Evaluating and selecting the right tools for your organization.

Unit Three: Advanced Analytics and Data Mining Techniques

- Descriptive, predictive, and prescriptive analytics.
- Fundamentals of statistical analysis for business.
- Introduction to data mining and knowledge discovery.
- Machine learning concepts for business intelligence.
- Clustering and classification for customer segmentation.
- Regression analysis for forecasting and trend analysis.
- Building a foundational predictive model.

Unit Four: Implementing Business Intelligence for Performance Management

- From data to dashboards: The BI implementation lifecycle.
- Designing effective Key Performance Indicators (KPIs).
- Principles of data visualization and dashboard design.
- The art of data storytelling for executive audiences.
- Self-service BI and empowering business users.
- Integrating BI with business performance management.
- Case study: Building a departmental performance dashboard.

Unit Five: Governance, Ethics, and Building a Data-Driven Culture

- Establishing a robust data governance framework.
- Ensuring data quality, security, and master data management.
- Navigating data privacy regulations (e.g., GDPR, CCPA).
- The ethical implications of big data and AI.
- Change management for fostering a data-driven culture.
- Measuring the ROI of data and analytics projects.
- The future of big data, AI, and strategic management.

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 organizations balance the drive for data monetization with the increasing ethical responsibilities of data privacy and security?

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

This course distinguishes itself by focusing on the strategic management of data assets, rather than offering a purely technical overview of tools and platforms. While many programs concentrate on the "how" of data analysis, our curriculum is uniquely designed to empower leaders with the "why" and "what" – why a specific analytical approach is strategically sound and what business outcomes it will drive. We bridge the critical gap between IT departments and executive leadership, teaching a common language for data-driven strategy. The course integrates principles of corporate strategy, change management, and organizational behavior with the technical realities of the big data ecosystem. Participants will not only learn about machine learning algorithms but will also master how to build a business case for their implementation and manage the cultural shift required for their adoption. The emphasis on real-world case studies, strategic frameworks, and data storytelling ensures that graduates are equipped not just as analysts, but as strategic leaders who can transform an organization's relationship with its most valuable asset: its data.