Big Data Analytics for Government and the Enterprise - Masterclass

MBS™
Academy

Overview

Since it was first defined in 2001, Big Data has made major advances into consumer lives and medium-to-large organisations. According to IDG, a global market intelligence leader, *"From 2005 to 2020, the digital universe will grow by a factor of 300 to 40 trillion gigabytes",* approximately the same as 625 Billion iPhone units.

At the Masterclass delegates will study How Big Data can help their organisations, review several success stories, learn about Big Data sources and major technologies, perform exercises using Big Data for pattern matching and analyzing datasets and prepare a Plan for a Big Data *proof-of-concept* project.

Major Benefits of Attending

After completing this Masterclass, you will:

- <u>Understand</u> the business rationale for using Big Data in Government and the Enterprise;
- <u>Appreciate</u> types of Big Data sources within and outside the organisations and ways to access them;
- <u>Know</u> four (4) modern Big Data technologies and be able to:
  - o <u>Understand</u> the application and functionality of each;
  - o <u>Evaluate</u> the benefits and weaknesses of each;
  - o <u>Receive</u> a step-by-step selection methodology.
- <u>Design and run</u> different types of Big Data analyses and visualisations, including:
  - o <u>How-to Build</u> Artificial Intelligence (AI) models;
  - o <u>Using</u> AI for specific tasks, such as identifying *customer preferences* or *fraud*;
  - o <u>Visualising</u> the results of AI-based analyses.
- <u>Plan</u> easily for Big Data projects and understand well success factors and potential roadblocks;
- <u>Take away</u> a fully functional Big Data environment, with four (4) Big Data technologies, Artificial Intelligence tools and datasets used for analysis;
- <u>Receive</u> full workshop slides and exercise instructions.

What you will take away

- A step-by-step methodology for establishing and running a Big Data project
- A step-by-step methodology for applying Machine Learning to real-life business processes
- A comparison methodology for Big Data solutions
- A fully configured and functional Big Data environment with a 12-month license ($1,500 value)
- Professionally printed complete masterclass slides and exercise instructions

Intended Audience

This Masterclass is suitable for the following professionals:

- Chief Digital Officer
- Chief Data Officer
- Chief Marketing Officer
- Chief HR Officer
- Chief Technology Officer
- Chief Strategy Officer

- Data Scientists
- Business Intelligence Architects
- Business Intelligence Designers
- Business Analysts
- System Analysts
- Strategy and Innovation Professionals

What You Will Learn

- The business drive for Big Data, including analysis of three (3) real-life case studies
- Overview, characteristics and types of Big Data
- Identifying and accessing Big Data sources
- Four (4) key Big Data technologies
    - Functionality and applications
    - Analysis of benefits and weaknesses
- Visualisation and Reporting
    - Principles of making good visualisations
- Big Data Analytics and Artificial Intelligence: definition, types and applications
- Key success factors in planning and implementing Big Data initiatives

Duration: 2 days

Testimonials

The course is very comprehensive, covering all the essentials you need to know when starting big data project. A must for starters.

Ahmad Shah Bin Ahmad Tajudin, Telekom Malaysia

This was an excellent workshop with practical exercises and hands on material. I appreciate the scientific approach to explain Big Data and its applications. I now feel I understand the whole picture of Big data and machine learning.

Montaser Mehyar, ProgressSoft Corporation, Jordan

… This course is for you, if you have been reading headlines about Big Data and want to turn it into something practical, you have the chance to use software and do exercises. And, Mario brings to this a bit of humour, technical expertise … and you'll come away with various insights ….

Micheal Axelsen, University of Queensland