1. Course Details:

Course Code : DSBA-001
Course Title : Big Data Fundamentals
Course Duration : 5 Days

2. Course Overview

- The idea of Big Data being associated with substantially increased data volumes, velocity and variety has been discussed for years. This isn't really that interesting. What is interesting is if we look beneath the surface of the technologies emerging to support the Big Data phenomenon and look at the economic implications of Big Data.
- We believe that data (and data management systems) have become equally important as Land, Labor and Financial Capital as a fourth necessary factor of production. In this workshop we will be discussing the rise of data capital and its economic impact on the way we do business today. Then we will dive deeper into the implications and opportunities for organizations that this rise of data capital can bring.

3. Learning Outcomes:

- Comprehend The business value and economic implications of Big Data & Analytics
- Understand the transformation process into a Data-Driven Enterprise
- Differentiate amongst the different types of business analytics and the use cases associated with each type
- Understand the data engineering and data science processes
- Comprehend the most common Big Data & Analytics use cases in the telecommunications sector
- Learn how to design and develop sound business models for Big Data & Analytics Use Cases
- Learn how to design and develop prioritization matrix for Big Data & Analytics Use Cases
- Learn how to use Data Visualization Tools
- Learn how to conduct Machine Learning as a citizen Data Scientist

4. Course Contents:

- Overview of Big Data & Analytics as a Business Innovation
- Why Big Data & Analytics are so critical for today's business: The Business Value and Economic
- Implications of Big Data & Analytics
- Transforming your Business from a Traditional one into a Data-Driven Business
- The Three Vectors of Big Data & Analytics: Big Data Sources, Big Data Capability, and Big Data

Community

- Types of Business Analytics and their Business Value
- Big Data Use Cases in the Telecommunications Sector – Case Studies
- Prioritizing the developed Big Data & Analytics use cases – Prioritization Matrix 8- Wrap up onactivities & discussion of the revisions for the developed Big Data & Analytics Use Cases
- Big Data Use Cases in the Telecommunications Sector – Case Studies (Continued)
- Designing and Developing Business Models for Big Data & Analytics Use Cases: Value Proposition, Value Architecture, Value Network "Ecosystem", and Value Finance – V4 Business Model Framework
- Workshop

    1. The same groups will remain for this exercise
    2. EACH group should design and develop a complete business model for the most prioritized use case following the V4 Business Model Framework
    3. Finally, EACH group should present the developed business model

- Discussing the Hadoop ecosystem including its components and tools 2- Discussing the Big Data Analytics processes and approaches
- Hands-on Demo & Exercise using Oracle Analytics tools to conduct Data processing and Data Visualization
- Hand-on Demo & Exercise using Oracle Analytics tools to conduct Machine Learning Demonstrating Mobile Analytics using Oracle Day by Day Mobile Application

5. Our Methodology:

- Make coaching and monitoring innovative and using modern
- Media training also using on the go training by using interactive means and focusing on
- The exercises, practical applications and real situations study.
- Live delivery method, instructor-led training.
- Experienced consultant, trainers, and professional.
- Qualified trainer with high-level experience

6. Attendance Reports:

- Send daily attendance reports to trainingdep
- Send full attendance report to training dep. by the end of thecourse
- Attend 100 % from the course days also providedaily
- Issue attendance certificate for participant who attend minimum 80% from the course duration

7. Pre/Post Reports:

- Pre- assessment before starting training.
- Post assessment after finish training
- Full report for the deferent between Pre-& Post assessment

8. Who Should Attend?

- Business individuals such as Business Analysts, Marketers, Sales People, Product Developers, and Financial Analysts
- Individuals working in various business functions such as Marketing, Sales, Business Transformation, Product Development, Procurement, Revenue Assurance, IT, and Engineering
- Individuals from various managerial levels such as Employees, Supervisors, Managers, Heads of Departments, and Directors