

Telecoms & Tech Academy

INTRODUCTION TO BIG DATA

Format:
Online Academy

Duration:
5 Modules



Brought to you by

informatech

BIG DATA FOR TELECOMS PROGRAMME

COURSE OVERVIEW

The rise in data volumes is often an untapped opportunity for organizations. Despite the increase in volume of data, over 65% of organizations globally are struggling to extract value from their data. The ability to harness the power of big data and analytics requires a deep rooted conceptual understanding to generate actionable insights .

Big data is often a poorly understood and ill-defined term, often ascribed to the volume alone, while the veracity, variety, velocity and value are often forgotten.

This online workshop looks at the fundamentals of Big Data. Taking a step-back and building a foundation which can leveraged across the business

PROGRAMME MODULES

- 1) What is Big Data & interesting versus actionable data
- 2) Big Data & Business Intelligence
- 3) Big Data landscape
- 4) Identification and moving between the phases of analytics in the contest of big data
- 5) Barriers and challenges
- 6) Framework to build the business case

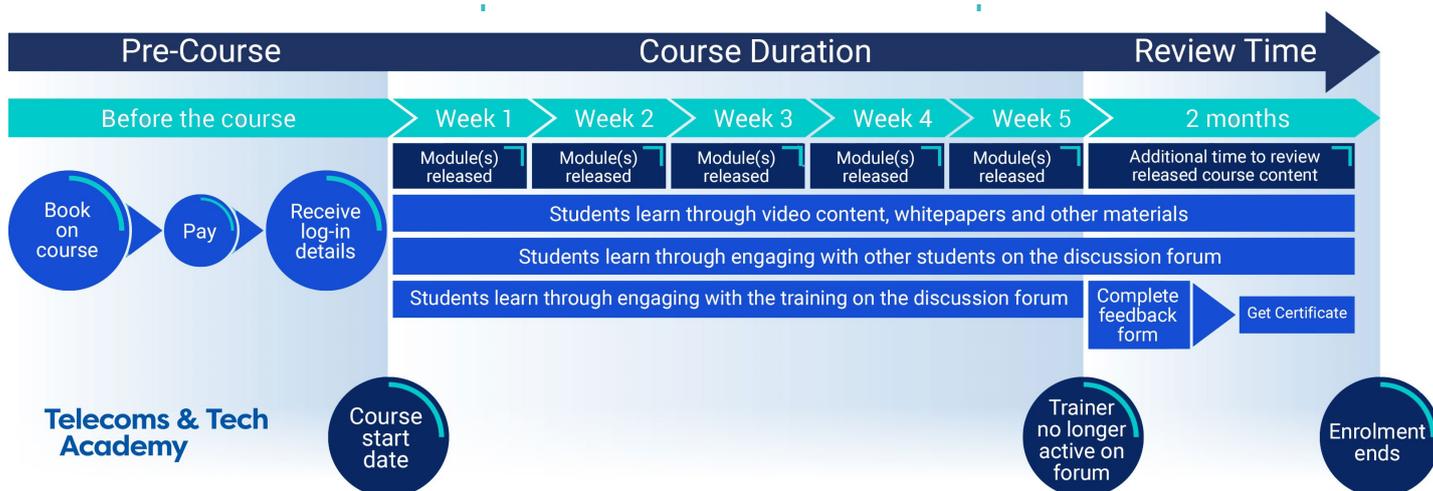
WHAT WILL YOU LEARN

- A granular understanding of what is meant by data;
 - Where this data is generated, how and why it is generated
 - How to mine this data effectively and efficiently
- Understand the difference between interesting and actionable data;
 - The limits of interesting data;
 - How to make interesting data, actionable-
- Defining Big Data, what is Big Data, and what it is not;
- Difference between business intelligence and big data;
- Understanding the nature of big data;
- Understanding the big data landscape: Conceptual and Technological
- Who is the data scientist, and what does this person do?
- Identification and moving between the phases of analytics in the context of Big Data,
- Commonly used big data techniques and how to ensure the correct analytic technique is used
- Common Barriers and challenges in the application of big data analytics

BENEFITS OF ONLINE ACADEMY

- **Boost your resume** – with self-paced learning and advance your career with specialist technical skills
- **Convenience and flexibility** – Learn whenever you want – from the comfort of your home or office
- **Enabled for mobile** – make use of downtime with easy bite sized chunks of learning
- **Learn and apply right now** – immediately implement what you learn during the course
- **Become part of a professional learning community** – discuss any problems with students and the Course Instructor
- **Cost effective** – save on travel expenses, reduce unproductive down time and no crowded airports
- **Grow as a team** – with multiple licenses your team can access the course and learn together, no matter where they are in the world

WHAT HAPPENS DURING YOUR ONLINE ACADEMY COURSE?



PROGRAMME MODULES

MODULE 1: WHAT IS DATA AND INTERESTING VERSUS ACTIONABLE DATA

- Understanding the different forms of data
- Demystifying the commonly used data terms
- The data problem?
- Mining data
- Looking at the “right” data
- Interesting and actionable data
 - The difference between the two
 - How to put actionable data to use

MODULE 2: BIG DATA AND BUSINESS INTELLIGENCE

- Defining the boundaries of what is big data and what it is not
- Understanding the nature of big data:
 - Foundational volume, velocity and variety
 - Understanding veracity and value as drivers of big data
- Difference between Big Data and Business Intelligence

MODULE 3: BIG DATA LANDSCAPE

- What the landscape currently is, and the drivers of change
- Importance of understanding the changes in the big data landscape
 - Technological changes
- The rise of the data scientist
 - Who is the data scientist?
 - Why the data scientist
 - The skills of a data scientist

MODULE 4: IDENTIFICATION AND MOVING BETWEEN THE PHASES OF ANALYTICS IN THE CONTEXT OF BIG DATA

- The different phases of analytics
- How to move between the phases
- From knowledge to action
 - Understanding uncertainty and how to move into a usable probability
- Analytic techniques used in the context of big data
 - Which techniques and why

MODULE 5 BARRIERS AND CHALLENGES

- Common barriers and challenges in the use and implementation of big data initiatives
- Framework on how to identify the barriers and challenges in your context
- Framework on how to overcome barriers and challenges
- Technological challenges and barriers and initiatives to overcome
 - Master data management: Governance, policies, processes, standards and tools

MODULE 6: FRAMEWORK TO BUILD THE BUSINESS CASE

- Unpacking the 4-step framework to build the business case;
- How to leverage big data for strategy – and why should big data be leveraged
- Case study application
 - Telecoms case study
 - Human Resource Management case study
 - Sales and Marketing case study



About Telecoms & Tech Academy

Telecoms & Tech Academy, part of Informa Tech is a leading training partner to the telecoms, media and technology (TMT) industries, having trained more than 30,000 professionals and 500 businesses globally.

We were borne out of the telecoms industry and understand the challenges the sector has been facing. Our training portfolio continues to evolve to help address new and emerging skills gaps faced by telecoms & tech businesses.

Our In-Company Solutions

Expert insight, delivered in a format to suit your needs, to enhance knowledge and drive performance in your team. Our learning & development consultants will work closely with your team to establish your unique business needs and define success measurements.