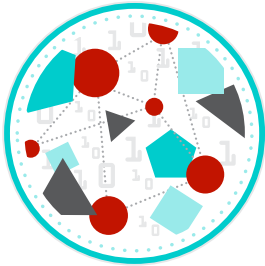


Big Data

**3 Lessons**

Learn about

'Big Data' presents so many opportunities for businesses, and the range of insights available through data analysis today is almost endless. If understood and approached correctly, a focused and coherent strategy can help predict the future growth of your business. Defining what 'Big Data' is, and examining its variety of applications should urge you to consider ways in which these opportunities could be exploited for your own business.

The lessons will examine the origins of Big Data; the technologies that underpin and enable big data projects; as well as exploring how different departments, such as HR, operations, accounting and marketing are already employing big data to their advantage - recognising patterns, informing actions and helping to change the fortunes of their business.

By the end of these 3 lessons you will understand:

- ✓ What 'Big Data' is and how it's being utilised across organisations today
- ✓ How to approach the planning and execution of big data projects
- ✓ How to construct a successful business case for your intended efforts



Lesson Overview

Lesson 1

An examination of what big data is, how it's come about and the challenges and opportunities it presents for businesses today.

In this lesson you will learn:

- ✓ What the 'origins' of big data are, and how it's best understood
- ✓ The ways in which big data is being effectively put to use today
- ✓ The major themes and challenges involved in working with big data

Lesson 2

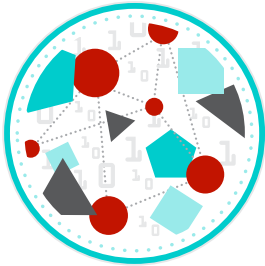
Here, we outline a straightforward roadmap that can be applied to any big data project to ensure successful planning, execution & output.

In this lesson you will learn:

- ✓ The processes involved in running a big data project successfully
- ✓ How data is collected, processed, analysed and applied
- ✓ How to define the scope of, and assess risks involved in, big data projects

[Continued →](#)

Big Data

**3 Lessons**

Lesson 3

An examination of the ways big data is put to use across different organisations, and guidelines on how to construct a business case for your own projects.

In this lesson you will learn:

- ✓ The range of applications for data projects across different departments
- ✓ How to construct a business case for working with big data
- ✓ The decisions and resources required before choosing a vendor partner