



Masterclass: **BIG DATA ANALYTICS FOR BEGINNERS**

INTRODUCTION

On a broad scale, data analytics technologies and techniques provide a means to analyse data sets and draw conclusions about them which help organisations make informed business decisions. Business Intelligence (BI) queries answer basic questions about business operations and performance.

Big data analytics is a form of advanced analytics, which involves complex applications with elements such as predictive models, statistical algorithms and what-if analysis powered by high-performance analytics systems.

COURSE LEARNING OUTCOMES (CLO)

- Understand knowledge of Big Data and the relevancy in the business world.
- Understand the prospect of big data analytics currency in changing economic landscape.
- Using big data analytics to support business decision-making.

WHO CAN ATTEND THIS MASTERCLASS?

This is open to all diploma students.

CERTIFICATION

Certificate of Completion in Masterclass Big Data Analytics for Beginners.

COURSE OUTLINE

1. Introduction
2. Information Management
3. Big data analytics technologies and tools
4. The Importance of Data Analytics
5. Creating the Competitive Advantage

