Introduction to Big Data Technologies for Business Managers Bootcamp

Course Summary

Description

Interestingly, Big Data is both hype and reality. However, every CXO, Senior Executives, LoB Managers, and even IT must have a fundamental understanding of what the key Big Data technologies are and how they could enable business value. This is crucial to make the right investments that will create, generate, drive, and optimize business value and a competitive advantage. This bootcamp is intended to provide a foundation on the key Big Data technologies to invest in today and for the future to become a real-time (agile) and predictive enterprise

Topics

- Introductions – Participants & Agenda
- Introduction to Big Data Technolgies Big Data technology trends, adoption challenges, new paradigms Aligning & Prioritizing
- Big Data Technology investments
- Review of Decision Frameworks & KPIs in Strategy
- Review Decision Models for Strategic Decision Making
- Technologies for Data, Analytics & Visualization for strategic decisions
- Review of Decision Frameworks & KPIs in Marketing Review Decision Models for Marketing Technologies for Data, Analytics & Visualization for marketing decisions
- Review of Decision Frameworks & KPIs in Supply Chain Review Decision Models for Supply Chain Technologies for Data, Analytics & Visualization for supply chain decisions
- Takeaways & Review of Data-driven decision making & Analytic models
- Takeaways & Review of Technologies to support data-driven decision-making
- Q & A, Feedback

Audience

Non-Technical: Managers, Executives, VPs, GMs, Directors

Prerequisites

Introduction to Business Analytics Bootcamp *(preferred but not required)*

Duration

One day