

## Big Data & Hadoop for Executives and Managers

### Course Summary

#### Description

Brave new world of Big Data, benefits, business opportunities, challenges, technologies, implementation stages.

#### Objectives

At the end of this course, students will be able to:

- Review Big Data challenges, potential and benefits
- Understand Hadoop's role in Big Data and the roles of related technologies
- Survey typical use cases in various industries
- Get firm grip on phases of Big Data technologies adoption in the enterprise
- Get a preview of the future of Hadoop and Big Data

#### Topics

- Big Data potential and benefits
- Hadoop and Big Data technologies
- Typical use cases in various industries/sectors (this section may be tailored).
- Hadoop and Big Data adoption
- The Future of Big Data and Hadoop
- Q & A Session

#### Audience

Executives, IT Managers and investors who want to learn about Hadoop and Big Data

#### Prerequisites

There are no prerequisites for this course.

#### Duration

Four hours

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### Course Outline

- I. Big Data potential and benefits**
  - A. What is Big Data?
  - B. Sources
  - C. Quantities
  - D. Challenges of processing
  - E. Technologies
  - F. Strategies
  - G. New ways of data thinking
  - H. Uses and benefits
  - I. Big Data players, their approaches
  - J. Untapped potential
- II. Hadoop and Big Data technologies**
  - A. History of Hadoop tools
  - B. Architectural Concepts
  - C. Who is using Hadoop
  - D. Hadoop skills and job market
  - E. Distributions and support
  - F. 8 use cases of how Hadoop can help you
- III. Typical use cases in various industries/sectors (this section may be tailored).**
  - A. Social networking
  - B. Marketing and advertising
  - C. Financial risk / insurance
  - D. Healthcare
  - E. Law enforcement
  - F. Sales and market analytics
  - G. Fraud detection
  - H. Litigation
  - I. Government and politics
  - J. Language, meaning, feeling
  - K. Human resources
- IV. Hadoop and Big Data adoption**
  - A. Hadoop benefits: storage & processing
  - B. Hadoop ecosystem
  - C. Integration with Hadoop (BI tools, databases, visualization, etc.)
  - D. What is possible with Hadoop: batch analysis, real time analysis, analytics
  - E. Competing and complementing technologies (Oracle, IBM, Microsoft, etc.)
  - F. Planning adoption: use cases, pilot projects, implementations
  - G. Key challenges of adopting Hadoop / Big Data
  - H. Production and beyond
  - I. The role of iterative design and development
- V. The Future of Big Data and Hadoop**
  - A. Adoption trends
  - B. adooop developments and alternatives
  - C. What's next for Big Data in general
- VI. Q & A Session**