



aractech

Global Learning for Operational Leaders



DATA MANAGEMENT AND BUSINESS INTELLIGENCE | DMBI-010

Certificate in Big Data Fundamentals (CBDF)

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Course content

Why Attend

Data empowers organizations, governments and society to enhance their decision making. Data has been termed “the new oil”, and the demand for data has led to the digital revolution.

Participants on this course learn what Big Data truly is and represents, as well as explore business scenarios and real Big Data use cases across multiple industries. These use cases include Big Data driven analytics and artificial intelligence within the business world. This short course provides participants with the foundational understanding of the importance of Big Data and its role in making business decisions.

Course Methodology

- This course is interactive with facilitator-led presentations, use cases, and discussions.

Course Objectives

- Understand what Big Data is, and its importance for business success
- Describe the various formats and sources of Big Data
- Understand how Big Data can work for their organization needs
- Detail how Big Data supports analytics

Target Audience

- This course is designed for anyone with no, or limited, understanding of or prior experience with data and data analytics.
- Target Competencies
- Big Data Principles
- Digital Transformation

Course outline

Detailed course outline

Module-by-module outline for Certificate in Big Data Fundamentals (CBDF).

Module 1 - Big Data 101

- What is data?
- Why do we need data?
- Research
- Business Intelligence
- Analytics
- Feedback

Module 2 - Big Data and Data Analytics

- Big Data Use Cases by Industry
- Healthcare
- Telco
- Financial
- Manufacturing (CPG)
- Retail

Seminar dates

Available seminar dates

Live dates and pricing for Certificate in Big Data Fundamentals (CBDF) generated from the course details page.

Date	Location	Format	Fee
11 - 15 May 2026	Vienna	Classroom	€2,975
8 - 12 June 2026	Barcelona	Classroom	€2,695
6 - 10 July 2026	Rome	Classroom	€2,975
10 - 14 August 2026	Kuala Lumpur	Classroom	€1,575
14 - 18 September 2026	Barcelona	Classroom	€2,695
5 - 9 October 2026	London	Classroom	€2,940
16 - 20 November 2026	Munich	Classroom	€2,415

Live online option

Online delivery is available at €1,250.