

BIG DATA ANALYTICS MASTERCLASS FOR THE DATA PROFESSIONALS

An In-Depth Learning into the Advanced Big Data Analytics
that Changes the Business World Today

23rd & 24th November 2017
Kuala Lumpur, Malaysia

Delegates are
required to bring
their own laptop
for exercises
and presentation
purposes

Major Benefits of Attending

By end of the course, the delegates will be able to:

- **LEARN** the latest updates on big data tools and techniques
- **UNDERSTAND** the role of big data models play in terms of business development
- **ACQUIRE** the knowledge and necessary skills required on big data analytics
- **SOLVE** the puzzle of using big data tools
- **PLAN** and implement the big data analytics solution
- **APPLY** the advanced big data tools and techniques to resolve complex business issues

Delegates will
be provided with
a USB with a Virtual
Machine (VM)
containing a Big
Data Environment

Why You Should Attend?

If you are looking for a solution on big data analytics, this is the course specially designed for you. In this course, you will come across the latest updates on big data technologies by having an in-depth explanation on that. Also, you will learn how to resolve the complexity of big data tools and understand how to successfully plan and implement on big data analytics. Besides, this course will be covered 3 predictive analytics case studies, 4 group discussions and 1 group workshop.

During the course, the trainer, Kevin will be sharing his expertise on big data and you are also allowed to share your own understanding on the topic. Furthermore, this course will be further explaining on the recent updates on big data technologies as well as the knowledge and skills required on big data analytics. All of these will be explaining with case studies and group discussions. Lastly, you will be having a group workshop to plan a Big Data Analytics implementation and bring it back at your workplace.

Who Should Attend?

This course is designed for working professional such as the following target audiences:

- ✓ CDO (Data)
- ✓ CIO (Information)
- ✓ CTO (Technology)
- ✓ CMO (Marketing)
- ✓ CMT (Marketing Technologies)
- ✓ CISO (Information Security)
- ✓ Data Scientists
- ✓ Intelligence Specialists
- ✓ Database architects
- ✓ Business analysts
- ✓ Data miners
- ✓ Innovation Specialists
- ✓ Entrepreneurs
- ✓ Directors
- ✓ Senior Vice Presidents
- ✓ Vice Presidents
- ✓ Heads
- ✓ Senior Managers
- ✓ Managers

From the department of:

- ✓ Digital Analytics
- ✓ Big Data
- ✓ Data Management
- ✓ Predictive Analytics
- ✓ Business Intelligence
- ✓ Strategy & Planning
- ✓ Database Marketing
- ✓ Customer Insights
- ✓ Product Development
- ✓ Finance
- ✓ Operations
- ✓ Brand Management
- ✓ Academics

Organized by: _____



WE SOLVE YOUR PUZZLE