

## BIG DATA ANALYTICS FOR MANAGERS

*"Unlocking the Power of Big Data to Drive Business Decisions"*

### Schedule

Date	Venue	Fees (Face-to-Face)
23 - 27 Aug 2026	Manama, Bahrain	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

In today's data-driven world, managers must be equipped with the skills to analyze and interpret big data to make informed business decisions. This intensive course offers a deep dive into the tools, techniques, and frameworks that managers can use to extract actionable insights from large datasets. Participants will learn how to use data analytics to optimize business operations, forecast trends, and create strategies that drive growth and efficiency.

By the end of this program, you will be equipped with a practical understanding of big data analytics, allowing you to transform your organization's data into a strategic asset for decision-making.

### Objectives

By the end of this course, participants will be able to:

- Understand the key concepts and techniques of big data analytics.
- Analyze large datasets to identify business trends and patterns.
- Use analytical tools and software to generate insights from big data.
- Implement data-driven strategies to improve organizational decision-making.
- Apply predictive analytics to forecast business trends and opportunities.

## Why Attend

- Gain practical skills to leverage big data analytics for strategic decision-making.
- Learn from real-world case studies of successful big data applications in business.
- Acquire hands-on experience with the latest big data analytics tools and software.
- Enhance your ability to interpret complex data and generate actionable business insights.
- Strengthen your data-driven leadership capabilities for driving innovation and growth.

## Target Audience

This program is designed for:

- Managers and executives involved in strategic decision-making.
- Business analysts and data scientists looking to enhance their understanding of big data analytics.
- Professionals in marketing, finance, operations, and HR who need to use data for better decision-making.
- Anyone interested in understanding the role of big data in shaping business strategies and operations.

## Individual Benefits

Key competencies that will be developed include:

- The ability to analyze large datasets and generate meaningful insights.
- Proficiency in using big data tools and software for business analytics.
- Skills in applying predictive and prescriptive analytics to solve business problems.
- Strong decision-making abilities based on data-driven strategies.
- Enhanced problem-solving skills using big data analytics techniques.

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Enhanced capability to leverage data for strategic business decisions.
- Improved operational efficiency through data-driven optimization.
- Ability to forecast future trends and business opportunities with greater accuracy.
- Stronger competitive edge in a data-driven business environment.
- Empowered teams to implement data analytics techniques that improve business outcomes.

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Introduction to the fundamentals of big data analytics and its role in business management.
- Case Studies - Examination of successful real-world applications of big data analytics in various industries.
- Workshops - Hands-on exercises using big data tools and software to analyze sample datasets.
- Peer Exchange - Group discussions on overcoming challenges in implementing big data strategies.
- Tools - Introduction to popular big data analytics tools, including data visualization, machine learning, and predictive analytics platforms.

## MAWA EVENTS

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## Course Outline

### Detailed 5-Day Course Outline

**Training Hours:** 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Introduction to Big Data Analytics

- Module 1: Overview of Big Data Analytics (07:30 – 09:30)
  - Introduction to big data and its importance in modern business.
  - Key concepts and definitions in big data analytics.
  - The role of data analytics in business decision-making.
- Module 2: Big Data Tools and Software (09:45 – 11:15)
  - Introduction to big data analytics tools (e.g., Hadoop, Spark, Tableau).
  - The data analytics workflow and data processing techniques.
  - Case study: Big data tools in action.
- Module 3: Data Collection and Preparation (01:00 – 03:30)
  - Methods for collecting and preparing large datasets.
  - Data cleaning and preprocessing techniques.
  - Workshop: Preparing a sample dataset for analysis.

#### Day 2: Data Analysis Techniques and Predictive Analytics

- Module 1: Statistical Analysis and Data Visualization (07:30 – 09:30)
  - Introduction to statistical analysis methods for big data.
  - Using data visualization techniques to communicate insights.
  - Hands-on exercise: Creating data visualizations with sample data.
- Module 2: Predictive Analytics and Forecasting (09:45 – 11:15)
  - Introduction to predictive analytics and machine learning models.
  - Forecasting business trends using big data.
  - Case study: Predictive analytics in marketing and sales.
- Module 3: Prescriptive Analytics and Optimization (01:00 – 03:30)
  - Introduction to prescriptive analytics and decision optimization.
  - Using big data to recommend business actions.
  - Workshop: Implementing optimization models for business solutions.

#### Day 3: Big Data in Business Operations

- Module 1: Big Data in Marketing and Sales (07:30 – 09:30)
  - How big data can optimize marketing strategies and customer segmentation.
  - Using analytics for pricing strategies, promotions, and customer acquisition.
  - Case study: Successful use of big data in marketing.
- Module 2: Big Data in Operations and Supply Chain (09:45 – 11:15)
  - Leveraging big data for supply chain management and operational efficiency.
  - Predictive maintenance and process optimization with big data.
  - Case study: Data-driven operations management.
- Module 3: Data Governance and Privacy (01:00 – 03:30)
  - Data privacy laws and ethical considerations in big data.
  - Implementing data governance frameworks.
  - Workshop: Designing a data governance plan for your organization.

#### Day 4: Advanced Analytics Techniques

- Module 1: Machine Learning and AI for Big Data (07:30 – 09:30)
  - Introduction to machine learning algorithms and their use in big data.
  - How AI is transforming data analytics in business.
  - Case study: Machine learning in fraud detection.
- Module 2: Natural Language Processing (NLP) in Big Data (09:45 – 11:15)
  - Overview of NLP techniques for analyzing text data.
  - Using NLP for sentiment analysis and customer feedback analysis.
  - Workshop: Applying NLP to analyze unstructured data.
- Module 3: Real-Time Analytics and Streaming Data (01:00 – 03:30)
  - Introduction to real-time analytics and its applications.
  - Handling streaming data in big data systems.
  - Case study: Real-time analytics in financial markets.

#### Day 5: Implementing Big Data Analytics in Your Organization

- Module 1: Developing a Big Data Strategy (07:30 – 09:30)
  - How to develop a big data strategy for your organization.
  - Aligning big data initiatives with business objectives.
  - Workshop: Developing a big data strategy for your business.
- Module 2: Overcoming Challenges in Big Data Implementation (09:45 – 11:15)
  - Common challenges in big data adoption and how to overcome them.
  - Building a data-driven culture within an organization.
  - Case study: Overcoming implementation hurdles.
- Module 3: Future Trends in Big Data Analytics (01:00 – 03:30)
  - The future of big data and emerging technologies.
  - How to stay ahead with big data analytics trends.
  - Final group exercise: Predicting the future of big data in business.

#### Certification

Participants will receive a Certificate of Completion in Big Data Analytics for Managers, recognizing their ability to apply advanced big data techniques for strategic business decision-making and leadership in data-driven environments.

#### Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation's unique goals.

#### In-House / Customized Training

Interested in running this course for your team?

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