

BIG DATA ANALYTICS FOR MANAGERS AND BUSINESS LEADERS

"Transforming Data into Strategic Insight and Competitive Advantage"

Schedule

Date	Venue	Fees (Face-to-Face)
27 - 31 Jul 2026	Dubai, UAE	USD 3495 per delegate

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

Introduction

In today's data-driven economy, organizations are overwhelmed by vast volumes of structured and unstructured data. However, many leaders struggle to extract actionable insights that can drive performance, innovation, and market leadership. Big Data Analytics provides a framework for making sense of this complexity and unlocking the strategic value of information.

This 5-day executive training program empowers managers and business leaders to understand big data concepts, tools, and applications—without needing a technical background. Participants will learn how to identify data opportunities, interpret analytic outputs, and make better, faster, evidence-based decisions.

Objectives

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

- Understand key concepts in big data, data science, and advanced analytics
- Identify business problems that can be addressed using big data analytics
- Interpret visualizations, dashboards, and statistical outputs
- Work with technical teams to guide analytics initiatives effectively
- Embed a data-driven mindset into decision-making and strategic planning

Why Attend

- Gain non-technical fluency in big data tools and methodologies
- Develop a strategic roadmap for analytics adoption in your organization
- Learn how leading firms use data to disrupt markets and improve agility
- Bridge the communication gap between management and data teams
- Build confidence in evaluating analytics outcomes for business action

Target Audience

This program is designed for:

- Business unit managers and team leaders
- Strategy, operations, and marketing executives
- Finance and performance managers
- Entrepreneurs and innovation leaders
- Anyone involved in digital transformation or business analytics

Individual Benefits

Key competencies that will be developed include:

- Understanding data ecosystems and analytics terminology
- Translating business challenges into analytics opportunities
- Using dashboards and KPIs to support real-time decisions
- Interpreting data stories and insight visualizations
- Applying data to customer, operational, and financial strategy

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More effective analytics project leadership and sponsorship
- Stronger alignment between analytics and strategic goals
- Faster and more accurate decision-making across functions
- Culture shift toward evidence-based management
- Enhanced competitive advantage through data innovation

Instructional Methodology

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

- Strategy Briefings - Data trends, technologies, and use cases
- Case Studies - Big data successes and failures in global firms
- Interactive Workshops - Business problem framing, analytics scoping
- Dashboard Demos - Power BI, Tableau, or similar platforms
- Action Planning - Designing a data strategy roadmap

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: Foundations of Big Data for Business

- Module 1: What is Big Data? Concepts, Myths, and Realities (07:30 - 09:30) • The 5Vs: Volume, Velocity, Variety, Veracity, Value • Big data vs business intelligence
- Module 2: The Analytics Value Chain (09:45 - 11:15) • From raw data to insights to action • Descriptive, predictive, and prescriptive analytics
- Module 3: Data Sources and Architecture (11:30 - 01:00) • Internal systems, IoT, social media, customer behavior • Data lakes, warehouses, cloud platforms
- Module 4: Workshop - Identify Data Opportunities in Your Business (02:00 - 03:30) • Map sources of hidden or underutilized data

Day 2: Tools and Techniques of Big Data Analytics

- Module 5: Overview of Common Analytics Tools (07:30 - 09:30) • Excel vs Power BI vs Python/R - who uses what and why • Data wrangling, cleansing, and transformation basics
- Module 6: Data Visualization and Dashboards (09:45 - 11:15) • Principles of effective visual storytelling • Live demo using a business KPI dashboard
- Module 7: Working with Analysts and Data Scientists (11:30 - 01:00) • Defining clear questions, avoiding bias, interpreting findings • Data requests and review protocols
- Module 8: Workshop - Review and Interpret a Dashboard (02:00 - 03:30) • Extract trends, flags, and performance drivers

Day 3: Strategic Use Cases and Applications

- Module 9: Customer Analytics and Personalization (07:30 - 09:30) • Customer segmentation, churn prediction, recommendation engines • Case: Retail and financial services examples
- Module 10: Operations and Supply Chain Analytics (09:45 - 11:15) • Forecasting demand, route optimization, inventory planning • Case: Logistics and manufacturing insights
- Module 11: Risk, Finance, and Fraud Analytics (11:30 - 01:00) • Scenario modeling, credit scoring, fraud detection • Case: Financial institutions and fintechs
- Module 12: Exercise - Match Analytics to Strategic Priorities (02:00 - 03:30) • Group activity aligning data use with business objectives

Day 4: Data-Driven Leadership and Change

- Module 13: Building a Data-Driven Culture (07:30 - 09:30) • Mindset, leadership support, and cross-functional alignment • Training, roles, and performance expectations
- Module 14: Governance, Privacy, and Ethics (09:45 - 11:15) • GDPR, data security, and ethical AI • Case examples of data misuse
- Module 15: Measuring ROI from Analytics (11:30 - 01:00) • Linking analytics to KPIs, costs, and innovation gains • Defining success criteria for data projects
- Module 16: Workshop - Design a Data-Driven Leadership Plan (02:00 - 03:30) • Steps for embedding analytics into your team or unit

Day 5: Integration and Strategic Planning

- Module 17: Analytics Strategy and Roadmapping (07:30 - 09:30) • Stages of analytics maturity • Building internal capacity vs outsourcing
- Module 18: Emerging Technologies and Future Trends (09:45 - 11:15) • AI, machine learning, NLP, real-time decision systems • Impact on industries and roles
- Module 19: Final Case Simulation - Data-Driven Decision-Making (11:30 - 01:00) • Scenario-based group challenge and presentation
- Module 20: Wrap-Up and Analytics Action Plan (02:00 - 03:30) • Individual planning and peer review

Certification

Participants will receive a Certificate of Completion in Big Data Analytics for Managers and Business Leaders, confirming their ability to translate complex data into strategic insight and lead analytics adoption initiatives aligned with organizational goals.

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