

## CERTIFICATE IN BIG DATA AND DATA ANALYTICS

*“Unlock the Power of Data to Drive Smarter Decisions and Business Growth”*

### Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

► Available delivery methods: In-House Training

### Introduction

In today’s data-driven world, organizations rely on analytics to uncover patterns, predict trends, and make informed decisions. Big Data and Data Analytics have become essential tools for transforming raw data into valuable insights that enhance performance, innovation, and competitiveness.

The Certificate in Big Data and Data Analytics course provides participants with a comprehensive understanding of how to collect, process, and analyze large datasets using modern analytical techniques and tools. Participants will gain hands-on experience in data visualization, predictive modeling, and data-driven decision-making using real-world business scenarios.

### Objectives

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

- Understand key concepts, frameworks, and technologies in Big Data and analytics.
- Utilize tools such as Python, SQL, Power BI, and Excel for data analysis.
- Apply data collection, cleaning, and transformation techniques.
- Perform descriptive, diagnostic, predictive, and prescriptive analytics.
- Develop dashboards and visualizations for data storytelling.
- Use data to support evidence-based business decisions.
- Understand the fundamentals of machine learning and data modeling.
- Apply best practices for data governance, ethics, and security.

## Why Attend

This course is designed for professionals who want to harness the power of data in their business or career. It bridges the gap between technical data management and strategic business decision-making. Whether you're an analyst, manager, or entrepreneur, this training equips you with the skills to interpret data effectively, identify opportunities, and make data-backed decisions with confidence.

## Target Audience

This course is suitable for:

- Data Analysts and Business Analysts
- IT and Database Professionals
- Project Managers and Business Executives
- Marketing, Finance, and Operations Professionals
- Entrepreneurs and Start-up Founders
- Anyone interested in developing data analytics skills for professional growth

## Individual Benefits

- Develop a strong foundation in data analytics and interpretation.
- Gain hands-on experience with industry-standard analytical tools.
- Learn to create data dashboards and visualization reports.
- Improve decision-making using evidence-based insights.
- Increase employability in data-driven industries.
- Build analytical and critical thinking skills for modern business challenges.

## Organizational Benefits

- Empower teams to make data-backed strategic decisions.
- Enhance business intelligence and performance tracking capabilities.
- Improve operational efficiency through data analysis and automation.
- Strengthen data governance and compliance frameworks.
- Identify new market trends and customer insights.
- Build a data-driven culture that supports innovation and growth.

## Instructional Methodology

The course uses a blend of theory, case studies, and practical exercises through:

- Interactive lectures and demonstrations
- Hands-on training in analytical tools (Python, Power BI, Excel)
- Real-world data analysis projects and simulations
- Group discussions and scenario-based learning
- Continuous feedback and Q&A sessions
- Final capstone project integrating all learned concepts

## Course Outline

- Module 1: Introduction to Big Data and Data Analytics
- Module 2: Data Collection, Cleaning, and Preparation
- Module 3: Tools and Technologies (Python, SQL, Power BI, Excel)
- Module 4: Exploratory Data Analysis and Visualization
- Module 5: Statistical Analysis and Data Interpretation
- Module 6: Predictive Analytics and Machine Learning Basics
- Module 7: Business Intelligence and Dashboard Design
- Module 8: Data Governance, Privacy, and Ethical Considerations
- Module 9: Case Studies - Applying Analytics to Real Business Problems
- Module 10: Capstone Project - End-to-End Data Analytics Solution

## Certification

Upon successful completion, participants will receive a Certificate in Big Data and Data Analytics, recognizing their ability to apply analytical tools and techniques to solve complex business challenges and support data-driven decision-making.

## 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?

Please contact us:

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