



Business Analytics & Big Data

This masterclass will show decision makers how business intelligence, data analytics and big data can be harnessed to yield organisational value. The session uses an evidence based approach to provide essential knowledge of the challenges and opportunities provided by business analytics – a top priority for modern organisations. Participants will work in a highly interactive mode with case studies, break-out sessions and exposure to data analytics tools.

Recommended audience

This masterclass is designed for managers and professionals who need to understand how business analytics can be used for advantage in their organisation

Key benefits

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

- Identify the origins of business analytics and appreciate how it guides effective decision making in organisations
- Identify how different forms of business analytics are used to give value
- Apply important technologies that underlie business analytics and big data
- Analyse how top-performing organisations use business analytics and big data for competitive advantage

Topics to be covered

- Decision making and business analytics. Why are organisations now under such pressure to adopt business analytics and big data approaches? What do these terms mean and why are they of strategic importance?
- Key technologies for handling, storing, analysing, presenting and visualising big data
- Use of different forms of analytics – data mining, text, web and social analytics
- Cases that allow for the critical appraisal of business analytics and big data in practice

Length of session

One full-day of combined short interactive lectures and group discussions

