



Information Technology

Certified Big Data Strategist

Course Introduction

In the rapidly changing business landscape, the adoption of Big Data strategies has become a critical necessity for organizational leaders facing digital disruption. As rivals, both established and emerging, utilize Big Data approaches to reshape value chains, secure market dominance, and reshape industries, leaders are under pressure to adapt. However, despite substantial investments, many struggle to fully harness Big Data's transformative power, with numerous change initiatives failing to deliver the intended impact. This highlights the need for a fresh approach to drive effective digital transformation and capitalize on Big Data's potential.

This training course is designed to introduce a novel approach to crafting a Big Data strategy and executing a digital transformation initiative. By blending a distinct mindset with a fresh methodology, this course empowers participants with the expertise and skills to potentially save substantial resources and years of effort while propelling digital transformation within their organizations. The goal is to harness the power of Big Data for meaningful benefits and substantial profits.

Target Audience

1. Data Strategist
2. Chief Data Officer (CDO)
3. Data Scientist
4. Business Intelligence Manager
5. IT Director
6. Digital Transformation Manager
7. Big Data Engineer
8. Analytics Consultant
9. AI & Machine Learning Engineer
10. Enterprise Architect

Learning Objectives

- Grasp the factors propelling the Big Data revolution and its potential to generate organizational value.
- Employ optimal practices and insights drawn from industry frontrunners across diverse sectors to effectively implement Big Data strategies.
- Develop comprehensive roadmaps for digital transformation fueled by Big Data, thereby enhancing the digital trajectory of their organization.
- Comprehend the foremost priorities during the initial 90 days for individuals spearheading Digital Transformation initiatives.
- Adopt lean and agile approaches to drive Big Data objectives, fostering innovation and unearthing novel avenues for exploiting Big Data potential.

Course Outline

- **Day 01**

- Understanding the Big Data revolution**

- Introduction of value drivers for Big Data
 - Awareness of the technologies behind Big Data
 - Types of Big Data and their application
 - Trends in Big Data
 - Big Data success stories and understanding their business model

- **Day 02**

- Big Data Strategies**

- Classification of successful Big Data strategies
 - Value drivers for Big Data strategies
 - Lessons learned from industry leaders
 - Alignment of company strategy and Big Data strategy

- Visioning: Big Data Strategy Canvas

• Day 03

From Big Data Strategy To Agile Execution

- Importance of agile in delivering Big Data strategies
- Ideation phase: creating first successes
- Scale-up: building the Big Data business case
- From ideation to proof-of-concept and minimum viable products
- The role of Service Design
- Outsourcing and partnering options in Big Data

• Day 04

Managing Digital Transformation

- Digital transformation framework
- Big Data Maturity Model
- Building the digital transformation roadmap
- The role of Artificial Intelligence (AI), cloud and big data platforms
- Exploring the AI toolkit
- Orchestrating transformation across data, technology and people
- Business development with new data services

• Day 05

Leadership Challenge

- The connected approach to change
- Lean/agile working in support of digital transformation
- Big Data and ethics
- Winning digital skills and competencies
- Future roles to drive digital transformation
- Understand the mindset of digital disruptors
- Creating a 'fail often to succeed sooner' culture

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 15, 2025	Dec. 19, 2025	5 days	4250.00 \$	UAE - Dubai