

Big Data Analytics and Business Intelligence



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DATA IS THE NEW RAW MATERIAL OF THE BUSINESSES

The abundance of data has transformed businesses. With a boom in the use of analytics, having skills required to work with big data isn't just valuable - it's the necessity of the time. Data Analytics have a tremendous impact on business action plans.

Every business organization needs to continually monitor its business environment and its own performance, and then rapidly adjust its future plans. This includes monitoring the industry, the competitors, the suppliers, and the customers. The organizations also need to develop a balanced scorecard to track their financial health and vitality.

Executives typically determine what they want to track based on their Key Performance Indicators (KPIs) or Key Result Areas (KRAs). Customized reports need to be designed to deliver the required information to every executive. These reports can be converted into customized dashboards that deliver the information rapidly and in easy-to-grasp formats.

The demand for Data Analytics specialists is on the rise while the supply remains very low. To make more informed and data driven decisions, companies need individuals who can deep dive into big data, identify hidden patterns, and design course of action that align with corporate goals and objectives.

COURSE HIGHLIGHTS

- Big Data Analytics in Business
- Structured and Unstructured data cleansing
- Extract, Transform and Load Data
- Data Modelling and Evaluation
- Data Analysis Expressions [DAX]
- Time Intelligence in Business Intelligence
- Conditional Measures
- DAX Iterator functions
- Business Intelligence using Power BI
- Data Visualization
- Artificial Intelligence in Business Intelligence
- Business Insights using Power BI Services
- Business Intelligence reports on the “Go”
- Database Management skills
- Data mining and data manipulation using Structured Query Language [SQL]
- Process Automation
- Analyzing Big Data with Python.
- Cybersecurity
- Case Study and Real Life Projects

PRE-REQUISITES

Basic knowledge of Microsoft Excel

DURATION [in-class or online]

- ◆ Six months
- ◆ Twice a week class
- ◆ Each session two hours long

REQUIRED SOFTWARE

- ◆ Microsoft Excel 2016 or later
- ◆ Microsoft Access 2016 or later
- ◆ Microsoft Power BI
- ◆ Python latest version

COURSE MATERIAL - ONLINE OR IN-CLASS

- ◆ 30 hours on demand videos.
- ◆ 50 plus downloadable resources
- ◆ Unlimited access for 12 months
- ◆ Test bank and Mock Exams

Big Data Analytics and Business Intelligence



Extract,
Transform
and Load

Data Analysis
Expressions

Business
Intelligence

Structured
Query
Language

Python and
Process
Automation

The goal is to turn data
into information, and
information into insight.



ONE COURSE, EIGHT TOOLS TO EQUIP YOU WITH ALL THE NECESSARY SKILLS REQUIRED TO GET JOB AS AN ANALYST OR SPECIALIST IN BUSINESS, ACCOUNTING, FINANCE, RECEIVABLES, PAYABLES, BUDGETING, FORECASTING, REPORTING, BI, DATA ANALYTICS, AND DATA MANAGEMENT AREAS.

Specialized tools and frameworks are required for big data analysis when:

- The volume of data involved is so large that it is difficult to store, process and analyze data on a single machine.
- The velocity of data is very high and the data needs to be analyzed in real-time.
- There is variety of data involved, which can be structured, unstructured or semi-structured, and is collected from multiple data sources.
- Various types of analytics need to be performed to extract value from the data such as descriptive, diagnostic, predictive and prescriptive analytics.

Data Analytics Process – IMPACT cycle



Power Query Our data sources are scattered and dynamic. To connect, collect and clean the data is a time consuming and tedious task. Power Query is a data connection technology that enables you to discover, connect, combine, and refine data sources.

Data Analysis Expressions [DAX] Mashup large data sets from scattered and dynamic sources to create sophisticated data models and perform powerful data analysis. Power Pivot and DAX will let you build data relationships to create complex calculations in a high performance environment.

Power BI is a powerful tool to connect to business data, extract it from a wide range of dynamic sources, and enable smarter data-driven decisions. Its advanced Data Analysis Expressions formula language will help you to deep dive into data and find hidden patterns. In Power BI, you can use Artificial Intelligence capabilities to get instant answers of your questions.

Structured Query Language is the language to talk to your database. It provides quick answer of your question related to any dataset. SQL is a high level programming language resembles to natural language. It is a common standard for all relational databases. Every organization needs SQL-fluent pros.

Python Data Analysts, developers, data scientist, software engineers and even financial analysts love to use Python programming language because of its versatility, flexibility, and object-oriented features. Many of the web and mobile apps we are enjoying today are because of a wide range of Python libraries and collection of modules. Python is great for building micro to huge projects.



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