



## SEMINAR ON ANALYZING THE POTENTIAL OF BIG DATA

Nowadays, tool vendors and consultants are constantly talking about “Big Data” or “Smart Data”. But what do these buzzwords stand for, and what is the potential of using big data for your organization?

This seminar supports you in systematically analyzing your needs and the benefits you can obtain from using big data in your organization prior to making any investment into Big Data consultancy and tools. We will answer the following questions:

- How can Big Data support you in achieving your goals?
- What hidden data treasures are available in your organization?
- How “big” is your data and how difficult is it to analyze it?

- Which further investments in data quality are required?
- Which external data sources can enrich your data?
- Do you have the right competencies for making use of Big Data?
- Which investments into your tool infrastructure are required?

Throughout the seminar, we present usage scenarios that show the potential offered by the use of big data analytics, such as optimization of business and organizational processes, better risk management and decision-making, improved understanding of your customers, or new product ideas. In hands-on exercises, you will reinforce your learning experience.

**Language:** English or German

**Target Groups:** Organizations considering the use of Big Data.

### Contents (2 days)

#### Part 1: Motivation

- Hidden Data Treasures
- Big Data Usage Scenarios
- Transforming Data into Information

#### Part 2: The Big Picture of Potentials Analysis

- Aligning Goals and Big Data Strategies
- Narrowing Scope

- Planning Big Data Potentials Analysis
- Evaluating Data and Data Quality
- Evaluating Infrastructure/Competencies
- Evaluating Data Integration, Preparation, Analysis, and Visualization
- Performing Potentials Analysis

#### Part 3: Strategic Alignment

- Identifying Business Goals/Processes
- Developing Big Data Strategies
- Aligning Goals and Strategies
- Measuring Success/Failure

#### Part 4: Data and Data Quality

- Identifying Data Sources
- Relevant Quality Characteristics
- Evaluating Data/Information Quality
- Quality Improvement Strategies

#### Part 5: Infrastructure and Competencies

- Big Data Reference Infrastructure
- Evaluating Tool Infrastructure
- Evaluating Staff Competencies

#### Part 6: Data Integration, Preparation, Analysis, and Visualization

- Linking/Integrating Data
- Preparing Data for Analysis
- Analyzing Data and Visualizing Results

#### Part 7: Conclusions and Discussion

- Takeaways
- Success Factors

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