



— Course details

DMBI-010

Data Management and Business Intelligence

— Upcoming seminar

€4,250.-

Venue

Vienna - Austria

Date

11 - 15 May 2026

— Course details

Certificate in Big Data Fundamentals (CBDF)

Data Management and Business Intelligence

— Seminar content

What you will learn

Data empowers organizations, governments and society to enhance their decision making. Data has been termed "the new oil", and the demand for data has led to the digital revolution.

Participants on this course learn what Big Data truly is and represents, as well as explore business scenarios and real Big Data use cases across multiple industries. These use cases include Big Data driven analytics and artificial intelligence within the business world. This short course provides participants with the foundational understanding of the importance of Big Data and its role in making business decisions.

This course is interactive with facilitator-led presentations, use cases, and discussions.

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

- Understand what Big Data is, and its importance for business success
- Describe the various formats and sources of Big Data

- Understand how Big Data can work for their organization needs
- Detail how Big Data supports analytics

This course is designed for anyone with no, or limited, understanding of or prior experience with data and data analytics.

- Big Data Principles
- Digital Transformation
- Change Management

— Seminar details

Detailed outline

Big Data 101

- What is data?
- Why do we need data?
- Research
- Business Intelligence
- Analytics
- Feedback
- Digital Revolution
- Big Data Defined
- Impacts of Big Data
- Business
- Social
- Personal
- Big Data Analytics
- Advanced Analytics
- Artificial Intelligence
- Relevant Big Data Business Examples
- Facebook
- Netflix
- Google

- Apple
- Amazon

Big Data and Data Analytics

- Big Data Use Cases by Industry
- Healthcare
- Telco
- Financial
- Manufacturing (CPG)
- Retail
- Hospitality
- Energy
- Big Data Technology
- Software/Hardware
- Cloud 101
- Big Data Case Studies
- Etisalat
- Uber
- Ebay
- CERN

— Dates and locations

Available seminar dates

8 dates

— Presence seminar dates

Date	City	Duration	Price
11 - 15 May 2026	Vienna - Austria	5 Days	€4,250.-
8 - 12 June 2026	Barcelona - Spain	5 Days	€3,850.-
6 - 10 July 2026	Rome - Italy	5 Days	€4,250.-
10 - 14 August 2026	Kuala Lumpur - Malaysia	5 Days	€2,250.-
14 - 18 September 2026	Barcelona - Spain	5 Days	€3,850.-

Date	City	Duration	Price
5 - 9 October 2026	London - U.K	5 Days	€4,200.-
16 - 20 November 2026	Munich - Germany	5 Days	€3,450.-
7 - 11 December 2026	Barcelona - Spain	5 Days	€3,850.-

— Online seminar dates

Date	Format	Duration	Price
11 - 15 May 2026	Live online	5 Days	€1,850.-
8 - 12 June 2026	Live online	5 Days	€1,850.-
6 - 10 July 2026	Live online	5 Days	€1,850.-
10 - 14 August 2026	Live online	5 Days	€1,850.-
14 - 18 September 2026	Live online	5 Days	€1,850.-
5 - 9 October 2026	Live online	5 Days	€1,850.-
16 - 20 November 2026	Live online	5 Days	€1,850.-
7 - 11 December 2026	Live online	5 Days	€1,850.-