



BIG DATA for Execs 2019

**Everything you need to know about Big Data,
Advanced Analytics, Machine Learning (ML) and
Artificial Intelligence (AI) to exploit your data assets**

An executive workshop developed & delivered by
C-BIA Consulting Ltd – delivering Business Intelligence today

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Introduction

Much has been said about the potential of big data and related technologies to improve decision-making and efficiency. But early adopters outside of the 'Data Natives' (Google, Facebook, Amazon etc.) have struggled to see compelling business results from their investments.

Research suggests several reasons for this, from unrealistic expectations to poor application of the technology, from low user engagement to underestimating the cultural impact of moving to a data-driven culture.

There are no strategic benefits from big data investment if it is seen as a technology issue and left to IT or data scientists, no matter how well intentioned. Without a common business understanding of this dynamic field the risk of disappointment and failure is significant.

Workshop overview

This highly interactive and engaging workshop is regularly updated and includes many real-world application examples. No technical knowledge is required. It is available in-house in two formats:

A half-day version designed as an overview of all the key concepts, technologies and applications of big data, including Business Intelligence (BI), Machine Learning (ML), Artificial Intelligence (AI), Deep Learning and many more.

A full-day version that builds on the above with an exercise designed to make data science tangible, explore adoption challenges, identify potential business use cases and see what the future holds.

Who will benefit

Board-level, CxOs, business unit and functional managers from across the business, including IT.

Any one participating in or leading a big data project for the first time and needing to better understand the technologies deployed and the rationale for their application.



What will I be able to do after participating?

Contribute to a Big Data strategy, focus big data efforts to improve their business value and mitigate risks.

Have a business-led but technology-informed dialogue with managers, IT staff, Analysts and Data Scientists.

Differentiate between the major types of big data technologies and projects, understand the differences and business applications.

Positively challenge those directly involved in big data projects to improve and focus what they are doing and value to the business.

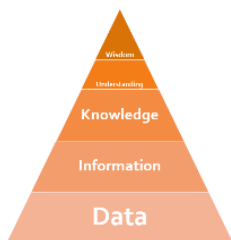
Half-Day – Key Concepts

Introduction to Big Data

- Disruptive, Transformational or business-as-usual?
- Is the future here but just unevenly distributed? How the Data Natives use big data
- Data as an asset and its monetisation

Why Now?

- Technology trends – storage, processing, cloud & virtualisation
- The Data explosion & the 5Vs - unstructured data, Imaging and Voice
- Internet of Things (IoT) & 5G
- Competition, globalisation and the search for new sources of growth & value



"The beginning of wisdom is to call things by their right names." Chinese Proverb

Putting Data into Context: The Pyramid of Wisdom

- A Needle in the Data Haystack?
- The role of Data in Information, Knowledge, Understanding and Wisdom
- The absence (and importance) of Understanding and why AI is still dumb
- What humans and computers do best
- Everything that is Data is not Gold

Key Concepts and Terms

- Big Data, BI, Analytics, ML, Deep Learning, NLP, AI and Augmented AI explained and differentiated
- Types of Analytics – Behavioural, Descriptive, Predictive and Prescriptive
- The Big data Landscape: enabling Platform, Technologies & Vendors
- Data Governance, Engineering & Quality
- Key roles & skills

Summary, Discussions and Q&A

Full-Day – additional modules



**What Data Scientists do:
Develop and run a business model!**

- How data Scientists develop & improve business models to reveal insights, automate or improve decision-making
- Hands-on group exercise: Build a model to clean your clothes in the minimum number of washes!
- What data are available? Which data are relevant? What data are missing? What algorithms to use? What results can be expected? Can the model be improved? What other models exist, and which is the best?

Industry Adoption: Opportunities & Challenges

- Top use cases by Sector, Function & Domain including adoption strategies for Retail, Healthcare & Logistics
- Assessing business impact & ROI
- Major adoption Challenges – business case, privacy, security, skills, organisation & culture
- What's strategically different? Creating a data-driven culture and algorithms as IP

What next? Emerging trends

- Cloud, Online & Real Time ML, Tool Automation, Self-service Analytics & ML as Services, Adaptive AI, Open Data, Citizen analytics and several others.

Introduction to our DATASPRINT™ workshop



Our DATASPRINT™ workshop identifies and prioritises the compelling BUSINESS USE CASES that can only be answered with data. We run our INFORM, ILLUMINATE & INSPIRE model to identify these use cases, deliver answers and surface the constraints to be addressed. You decide the value of the answers and the learning experience, and decide what to do next: PAUSE, REFINE or REPEAT.

Summary, Discussions and Q&A

Want to know more?

Call me, Brendan Dunphy, on +44 790 681 6327 or email BrendanD@c-bia.co.uk for an informal conversation about your needs. We also offer a brief introduction to these topics and can tailor the content for specific needs - a company awayday, staff meeting or talent development programme.



About C-BIA Consulting

Founded in 2006 as Genisys Consulting Ltd., we specialise in improving decision-making through

the smart use of data. We partner with clients to design and build Big Data, BI and Data Analytics applications in the healthcare, education, retail and other sectors. We have an off-shore partnership with the Center for Business Intelligence & Analytics in Pune & Mumbai, India: Set-up by Dr Nitin Patel and Prof. Mayank Shah in 2004, together we have completed more than 50 projects since 2010.



About the workshop facilitator

Brendan DUNPHY is CEO of C-BIA Consulting. He has a long technical & business career in IT & Digital from programming through project management, research and strategy including roles at BT, Accenture and several start-ups. He has developed and facilitated over 600 workshops.