INTRODUCTION

Following Sandy Pentland's words, MIT's Big Data guru: "Business has seen more transformation in the past 24 months than in the last 24 years." Companies can measure and predict their actions and customer relationships with unprecedented precision, thanks to very large volumes and a wide variety of data.

In this course, we will deep dive into big data principles to learn how leading companies are taking advantage of technology to replace intuition and guesswork by rigor, relevance and velocity.

AIMS

Big Data will become a key basis of competitive advantage in the coming years as data have become a torrent flowing into every area of the global economy. In the next five years, it is expected that US only will have a shortage of 200,000 data scientists, and 1.5 million data savvy managers. The course is oriented towards participants willing to increase their level of preparation on data analysis skills.

More precisely, the participant will be exposed to the following actions:
- collecting many different forms of information gathered from inside and outside the organization;
- developing new knowledge from that information, for example, discovering patterns of customer behaviour or forecasting market demand;
- using this information to improve both strategic decision making and business performance in real time with powerful data visualization.

METHODOLOGY

Methodology is based on basic concepts supported mainly by real cases and data sets discussed in class.

The course is also based on three very exclusive partnerships with leading companies: Oracle (Crystal Ball), Tableau Software and IBM.

EVALUATION

Each participant will be evaluated according to the acquired knowledge on the subject and quality and consistency of their participation.

60% of the grade will be based on a minimum of one written assignment during the course. The other 40% will be based on the quality and consistency of the participation.
BIBLIOGRAPHY


