

# **Big Data 101**

## **About This Course**

Get answers to fundamental questions such as: **What is Big Data?** How do we tackle Big Data? Why are we interested in it? How does Big Data add value to businesses?

- Gain insights on how to run better businesses and provide better services to customers
- Get recommendations on how to process big data on platforms that can handle the volume, velocity, variety and veracity of Big Data
- Learn why Hadoop is a great Big Data solution and why it's not the only Big Data solution

## **Course Syllabus**

### **• Module 1 - What is Big Data?**

1. Characteristics of Big Data
2. What are the V's of Big Data?
3. The Impact of Big Data

### **• Module 2 - Big Data - Beyond the Hype**

1. Big Data Examples
2. Sources of Big Data
3. Big Data Adoption

### **• Module 3 - The Big Data and Data Science**

1. The Big Data Platform
2. Big Data and Data Science
3. Skills for Data Scientists
4. The Data Science Process

### **• Module 4 - BDUse Cases**

1. Big Data Exploration
2. The Enhanced 360 View of a Customer

3. Security and Intelligence
4. Operations Analysis

- **Module 5 - Processing Big Data**

1. Ecosystems of Big Data
2. The Hadoop Framework