## Big Data Ingestion and Analysis

Package inclusions:

- Program fee
- Training kit
- AM/PM snacks
- Lunch
- Certificate of course completion

Venue:
Ateneo de Manila University - Salcedo Campus
3/F Ateneo Professional Schools Bldg.,
130 H.V. Dela Costa St., Salcedo Village,
Makati City, Philippines

DATES
May 28 - 30, 2020
Thursday - Friday
8:30 am - 4:30 pm

PROGRAM FEE
Php 17,700.00 (Early Eagle Rate
until May 14)
Php 19,200.00 (Regular Rate)

HOW TO REGISTER
Online
www.cce.ateneo.edu

Email
sales.cce@ateneo.edu

Call
+63(2)8830.2043

*Schedules and prices may
change without prior notice.*
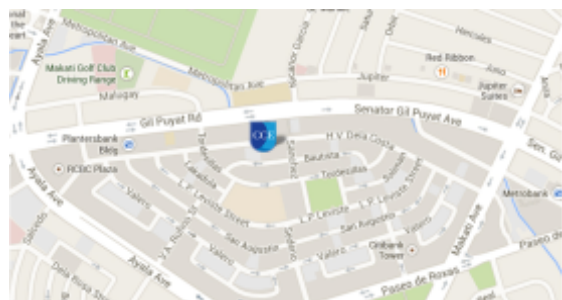
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March 10, 2020

ATENEO DE MANILA UNIVERSITY
GRADUATE SCHOOL OF BUSINESS

Institute for the Digital Enterprise

Big Data Ingestion and Analysis
May 28 - 30, 2020

CCE CENTER FOR CONTINUING EDUCATION

With Social Media, Search Engines and IoT devices being a part of human life, the size of Data being stored in databases inside and outside your organizations continue to grow exponentially. Enterprises will need to harness the power of this "Big Data" in order to remain competitive and ensure that all decisions made are truly data-driven.

This is an overview course to understand the most popular tools and techniques in ingesting and analyzing Big Data. By the end of the course, you should be equipped with the basic tools to start your decision-making journey using Big Data Analysis. This 2-day program combines the theory of Big Data as well as hands-on exercise with tools such as SQL and Python.

Big Data Ingestion and Analysis

objectives

After the course, you will be able to:

1. Identify value of the new way of Data Analytics vs. Traditional Statistical Approaches;

2. Provide a working knowledge on current Data Manipulation Tools and Techniques using SQL; and

3. Demystify and provide the context and need for Data Science and Data Scientists.

who should attend

This program is aimed at those who want a mid-level appreciation and practice of Big Data Manipulation and Analysis. Ideal participants includes Data Analytics practitioners and managers in the field of:

1. Business Analysis or Consumer Market Knowledge
2. Accounting and Finance
3. Marketing and Sales
4. Human Resources
5. Government

Required Laptop Specifications: Windows or Mac with Microsoft Excel or a similar spreadsheet software.

resource person

MR. CHARLES CHAN is the General Manager of Neural Mechanics handling the company's diverse set of Artificial Intelligence and Machine Learning based products.

He started his professional career in Globe Telecom as a Business Management Associate and eventually moved on to become a Senior Product Manager handling Value Added Services and Convergent Services for Globe Broadband. He then transferred to Singapore to work for Procter and Gamble as a Regional Assistant Brand Manager handling multi-million dollar brands such as Pantene shampoos and Joy Dishwashing. He has also experience working for smaller, struggling brands including Braun beauty and grooming, and Fairy Dishwasher Tablets.

Mr. Chan earned his Bachelor's degree in Marketing from the University of the Philippines – Iloilo Campus.

program content

I. **Big Data and Big Data Ingestion**

A. The Value of Data Analysis
  1. Accessibility of Data
  2. Understandability of Data
  3. Actionability of Data
  4. Focus on Data Directed Decision Making

B. Types of Data
  1. Big Data vs Small Data
  2. Vs of Big Data

C. Choosing between the traditional Statistical Approach vs Data Analytics

D. Describing the Data Flow

E. Data Ingestion Definition

F. Data Ingestion Methodology
  1. Data Manipulation using SQL Exercises

II. **Big Data Analytics**

A. Data Analytics
  1. Types of Data Analytics – Descriptive, Prescriptive, Predictive (Python**)**
  2. Application Samples of Data Analysis
  3. Visualization Option**s**

B. Demystifying Data Science

C. Data Science in Practice

prerequisities

• Elementary Statistics
• Familiarity with Basic SQL (Structured Query Language)
• Basic Python Software skills is a plus.