# APMG Enterprise Big Data Professional Training

Duration: **2 Day**

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Every day, we create 2.5 quintillion bytes of data…so much that 90% of the data in the world today has been created in the last two years alone.

Data growth, speed and complexity are being driven by the deployment of billions of intelligent sensors, devices and platforms that are transmitting data (popularly called the Internet of Things). The data generated is known as **Big Data**.

Big data is more than just a large data collection and storage management challenge. Enterprises that can make sense of it will be the big winners in this information economy. As the saying goes, “information is power”.

## Target Audience

The APMG Enterprise Big Data Professional course is designed for organisations and individuals that want to become proficient in enterprise analytics, machine learning and big data.

The framework is specifically designed for enterprise organizations that store massive quantities of data and are looking to enhance their big data capabilities.

## What You Will Learn

The APMG Enterprise Big Data Professional course provides delegates with a strong foundation of the fundamental concepts and theories of big data technologies and tools, supporting them and their organization in leveraging the potential benefits, which include:

- Discovery of new patterns and data relationships impacting the business
- A greater understanding of customers to more precisely target products and services
- Enhanced decision-making by collecting more exact and detailed information
- Greater ability to accurately predict business outcomes and trends
- Accelerate the identification and correction of operational problems
- Improve the development of new and existing products and services