



## ABOUT THE EXECUTIVE EDUCATION INSTITUTION

The West Africa Business School (WABS) was established in response to the need for a high-quality professional development, corporate training and executive education institute to address the needs of working professionals who have the desire to continue professional and academic training while remaining in the workforce. The school was formerly registered on 7th May 2002 with the Nigerian government (RC.1652834) as a private regional training institution. In the beginning, WABS started with organizing corporate seminars, workshops and soft business short courses. In January 2010, the school launched specialized strategic business conferences, leadership programme and management training courses across Africa focusing mainly on the financial services industry.

Today, WABS has become a house-hold name and a global brand, well known in Africa for delivery of world-class Corporate Training, Government Human Capital Development, Professional Education, Executive Education, Business Intelligence and Research Services. WABS offers short courses specializing in industries such as: Financial Services, Energy (Oil & Gas, Power, Water), Telecoms, Manufacturing, Transport & Logistics, Hospitality & Healthcare, Government Ministries, Departments, Agencies and much more. The WABS is registered and recognized by important government regulatory institutions such as Federal Ministry of Education, Federal Ministry of Justice, Corporate Affairs Commission (CAC), Industrial Training Fund and accredited by Centre for Management Development (CMD) as a management training institution in Nigeria.

Further enquiry in respect of this programme should be addressed to:

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West Africa Business School

...democratizing knowledge that links business with intelligence

# PRESENTS Training on Big Data Analytics



Date: 26 – 30 May 2025  
Radisson Blu Hotel, Nairobi Upper Hill



WELCOME • AKWAABA • BIENVENUE

## ABOUT THE COURSE

Big data analytics plays a pivotal role in transforming massive amounts of raw data into meaningful insights, unlocking opportunities for efficiency, growth, and strategic advantage. With the exponential growth of data generated through social media, IoT devices, transactions, and other sources, businesses and industries must leverage advanced tools and methodologies to process and analyze these datasets effectively.

The rise of big data has transformed decision-making across industries, enabling organizations to extract actionable insights from vast volumes of data. This training program is designed to equip participants with the foundational knowledge and practical skills required to analyze, interpret, and make data-driven decisions using big data analytics. The course covers essential tools, techniques, and frameworks while addressing real-world applications and challenges.

## TARGET PARTICIPANTS

This course is tailored for data professionals, IT specialists, business analysts, managers, and decision-makers who want to harness the power of big data analytics in their organizations.

## WHAT YOU WILL LEARN

By the end of this course the participants will be able to:

- Understand the fundamental concepts and importance of big dataanalytics
- Explore and utilize key tools, platforms, and frameworks likeHadoop, Spark, and Tableau
- Apply data preprocessing, integration, and transformation techniques
- Use statisticaland machine learning methods to analyze and interpret big data
- Visualize data insights effectively using advanced visualization tools
- Address data security, privacy, and ethical considerations in big data projects
- Implement big data analytics solutions to solve real-world business problems
- Stay informed about emerging trends and advancements in big data analytics

## COURSE OUTLINE

### Introduction to Big Data Analytics

- Overview of Big Data and its importance
- Characteristics of Big Data (Volume, Velocity, Variety, Veracity, Value)
- Big Data vs. Traditional Data Analytics
- Real-world applications of Big Data

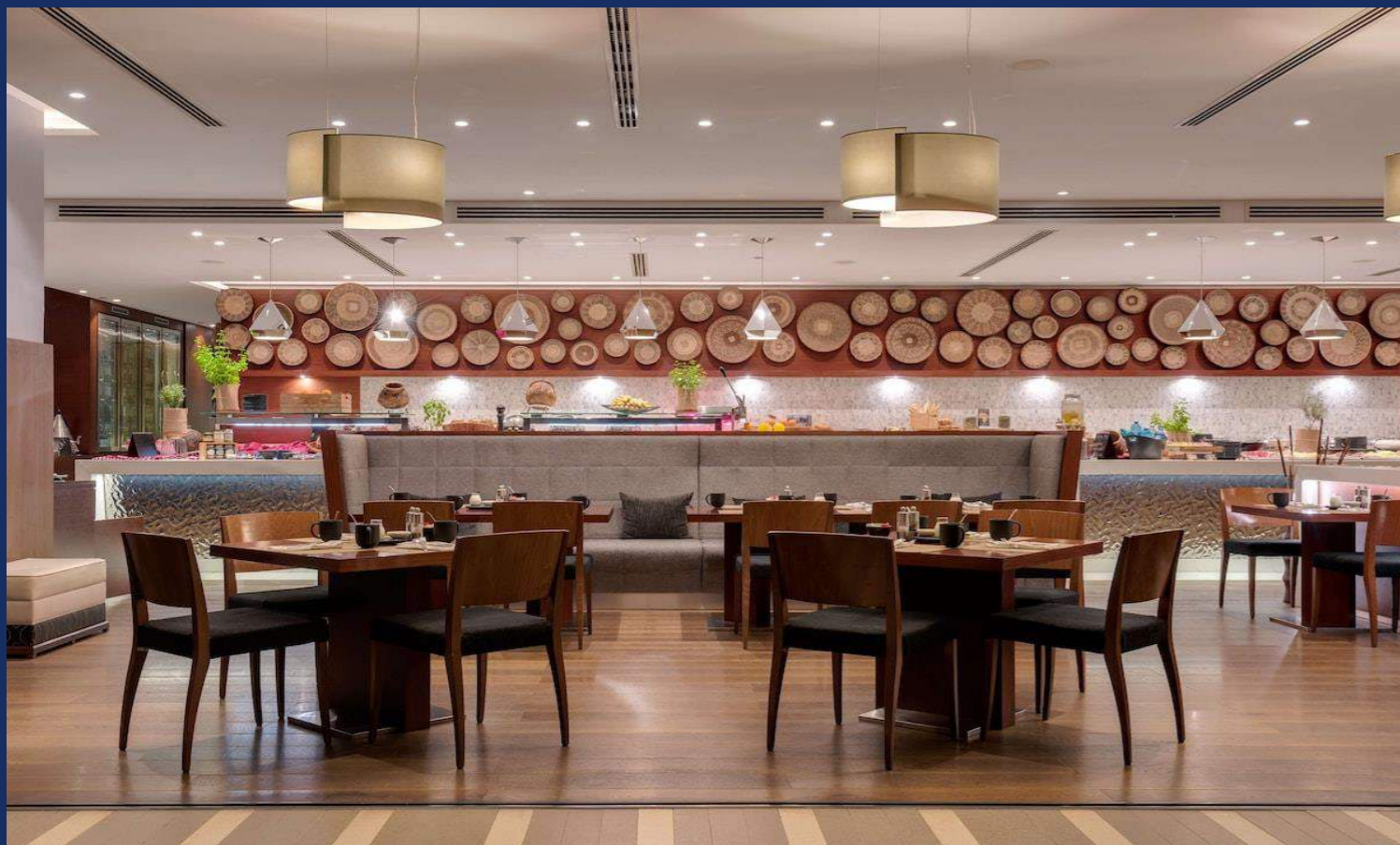
## Photos of Executive Training Programmes Organized by West Africa Business School



Participants at the Federal Ministry of Transportation (FMOT) Executive Workshop on ARTIFICIAL INTELLIGENCE AND GPT-4 FOR FINANCE PROFESSIONALS Held at The Palms Hotel Abuja on 11 – 12 September 2024 Organised by West Africa Business School



CROSS SECTION OF PARTICIPANTS AT THE ARTIFICIAL INTELLIGENCE & GPT- 4 MASTER CLASS. HELD AT THE PALMS HOTEL CBD ABUJA. ON THE 6-7 MAY 2024 ORGANIZED BY WEST AFRICA BUSINESS SCHOOL



*Radisson Blu Hotel Nairobi, Upper Hill - Tea/Coffee and Lunch Room*



*Participants Room: Radisson Blu Hotel Nairobi, Upper Hill*

### **Big Data Ecosystem and Technologies**

- Overview of Big Data platforms (Hadoop, Spark, etc.)
- Data storage systems (HDFS, NoSQL, etc.)
- Cloud-based solutions for Big Data
- Data processing frameworks

### **Data Acquisition and Preprocessing**

- Data sources and types (structured, semi-structured, unstructured)
- Data cleaning and transformation techniques
- Data integration and ETL processes
- Tools for data preprocessing

### **Data Analytics Methods and Techniques**

- Descriptive, Predictive, and Prescriptive Analytics
- Statistical methods and machine learning techniques
- Text, Sentiment, and Social Media Analytics
- Real-time data analysis

### **Tools and Programming for Big Data Analytics**

- Introduction to Python and R for analytics
- Using SQL for Big Data querying
- Hands-on with Big Data tools (Hadoop, Spark, Tableau, Power BI, etc.)
- Data visualization and reporting

### **Advanced Analytics and Machine Learning**

- Introduction to AI and machine learning in Big Data
- Algorithms for clustering, classification, and regression
- Deep learning concepts and applications
- Case studies and practical examples

### **Data Security, Privacy, and Ethics**

- Ethical considerations in Big Data
- Data governance frameworks
- Ensuring data privacy and compliance (GDPR, CCPA, etc.)
- Cybersecurity in Big Data environments

## Future Trends in Big Data Analytics

- Emerging technologies (Quantum Computing, Edge Analytics)
- Automation and Big Data
- Challenges and opportunities in the Big Data landscape
- Preparing for the future of data-driven decision-making

## TRAINING COST

Below is the course fee per person.

Description	Duration (Days)	Unit (Pax)	Unit Cost (USD)	Training Fee (USD)
Training on Big Data Analytics	5 Days	1 Pax	\$2,500	\$2,500
TOTAL AMOUNT (USD)				\$2,500.00

### The Training Cost Covers:

- 5 full days quality in-person training from 8.00am - 4.00pm daily.
- Hotel accommodation, training venue hire & equipment, notepad, markers, flipchart etc
- Tea/coffee break, lunch, soft drinks, fruits, table water etc
- Facilitators fees, accommodation, flight cost and airport transfers
- Leather folder, Certificate of attendance
- PDF take-away handout material or flash drive loaded with course notes.

**NOTE:** All delegates / participants are responsible for their flight cost, airport transfers and dinner.

## TRAINING APPROACH

This course is delivered by our seasoned trainers who have vast experience as expert professionals in their respective fields of practice. The course is taught through a mix of practical activities, presentations, group works and case studies.

Training notes and additional reference materials are provided to the participants.

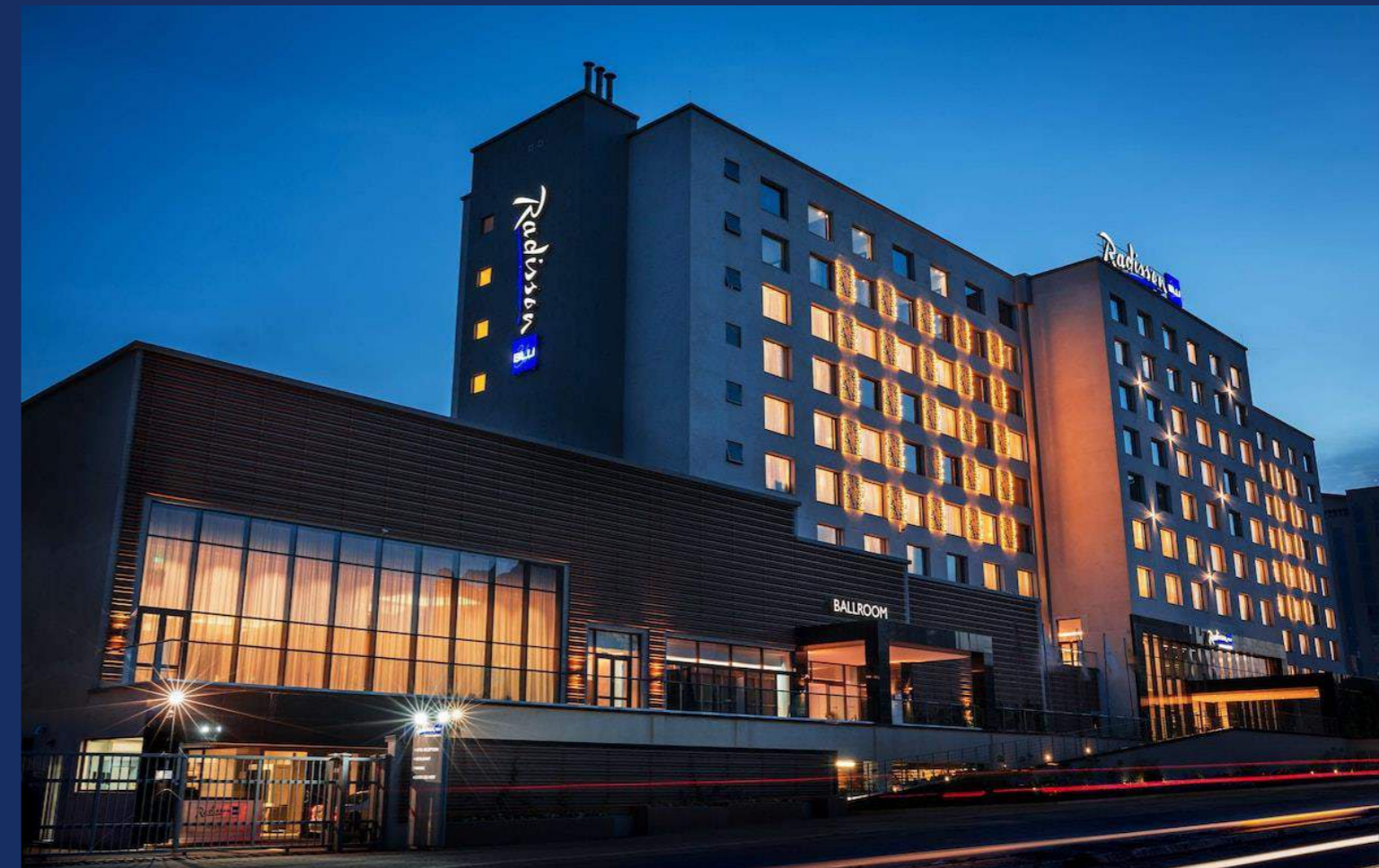
## CERTIFICATION

Upon successful completion of this course, participants will be issued a certificate.

## TAILOR-MADE COURSE

We can also do this as a tailor-made course to meet organization-wide needs.

Contact us to find out more: [wabs.edu@gmail.com](mailto:wabs.edu@gmail.com)



*Participants Residence: Radisson Blu Hotel Nairobi, Upper Hill*



*Radisson Blu Hotel Nairobi, Upper Hill-Training Room*