



# Customer Insight Programmes

## UNLEASHING THE POTENTIAL OF BIG DATA

### Overview

Big data means many things to many people and is no longer confined to the realm of technology. Every minute 204m emails are sent, 18m likes on Facebook, 278k tweets and 200k photo uploads on FB by existing and potential customers. These all form part of big data and understanding it is a business imperative. In addition to providing solutions to many industries long-standing business challenges, big data inspires new ways to transform processes, organizations and many aspects of industry as we know it.

### Topics Covered

- Get an Overview of what big Data is
- The Datafication of our world
- Understand how Companies are using Big Data to increase value from their customers
- 8 powerful Big Data use cases in your organisation
- Understand where and how to start with leveraging big data
- Understand the dark side of the force!!
- Big Data demo for industry
- Group Exercise/online test

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Enquiries: [info@allumno.com](mailto:info@allumno.com) or call us on +44(0)2036957933**

### Target Audience

Marketing Managers, Department Heads, Directors

### Outcome

You will understand the value in repeatable behavioural patterns and learn what steps are needed to mine this data into valuable information and customer insight.