



## Presentation Abstract: Big Data & Analytics in Business & Society

Session / Time		Business Value Creation
Day 1, 5 December	Monday 14:00 to 18:00	During this first session, we try to address the core idea of the program which is creating “ <i>New business opportunities</i> ”. We try to raise the awareness by helping the participants to understand that a clear business objective is the key before anything in Big Data Analytics and that determines whether a project would succeed or not. We want the participants to see that value is not under the spotlight! Therefore, the business process is to be mapped and examined to search the opportunities to add value.

Session / Time		Big Data Architecture framework / Change Management
Day 2, 6 December	Tuesday 9:30 – 13:30	This session delivers a Big Data Architecture framework for the lifecycle of a BD project, departing from the technical side like data warehouse systems re-engineering to set of skills and competencies needed. The intention is to inform the participants that when they embark on a BD project and look into architecture design, what kind of skill sets are required for developing reliable, scalable, completely automated data pipelines.