

# Course : Big Data and marketing strategy, uses and implementation

*Practical course - 2d - 14h00 - Ref. BAD*

*Price : 1360 € E.T.*

Today, data production and analysis are at the heart of strategic business decisions. This course will enable you to understand the contributions of Big Data, in particular for analyzing consumption and the customer journey across different channels, using segmentation and scoring techniques.

## Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Understanding the benefits of Big Data for business managers
- ✓ Understand the importance of processing structured and unstructured data
- ✓ Identify key use cases
- ✓ Acquire methods for framing and implementing a Big Data governance strategy

## Intended audience

Webmarketing managers, digital managers, executives and managers of business units and/or SMEs, sales directors and customer relations managers.

## Prerequisites

No special knowledge required.

## Practical details

### Case study

Case studies in web marketing and digital applications.

## Course schedule

### PARTICIPANTS

Webmarketing managers, digital managers, executives and managers of business units and/or SMEs, sales directors and customer relations managers.

### PREREQUISITES

No special knowledge required.

### TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

### ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

## 1 Understanding the origins and challenges of Big Data

- Origins of Big Data: data growth and diversity.
- Definition of Big Data.
- Creating value for the company.
- Why doesn't BI meet the challenges of Big Data?

### Group discussion

Reflection on the "value" of Big Data and the differences between BI and Big Data.

## 2 Data processing and analysis

- Manage structured data with a dedicated platform.
- Manage unstructured data with an internal or external Big Data platform.
- Data analysis methods for Big Data: Datamining.
- Description methods.
- Classification methods.
- Estimation methods.
- Forecasting methods.
- The linear regression method.

### Case study

Read and reflect on analyses generated using R software.

## 3 Identify Big Data use cases

- The importance of Data Visualization, Computer Graphics and Ergo Design.
- Measure e-reputation and brand awareness.
- Measure customer experience and satisfaction, optimize the customer journey.
- Build customer segmentation based on value, potential, behavior and needs.
- Measure the ROI of influencers and the effectiveness of Social Business programs.
- Identify the added value of different digital channels.
- Optimize the ROI of marketing campaigns.

### Case study

Study of use case examples. Analysis of e-reputation and customer knowledge.

## 4 Framing the Big Data strategy

- Key factors in the success of a Big Data project.
- The main risks to be assessed.
- Diagnose company maturity and potential change.
- Define business objectives and target uses for Big Data.
- Manage strategy and set up an appropriate organization.
- Build a technology watch plan.
- Master the technical ecosystem, mobilize and maintain skills.

### Hands-on work

Creation of dynamic visualizations with market-leading tools.

### TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

### TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

### ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at [psh-accueil@orsys.fr](mailto:psh-accueil@orsys.fr) to review your request and its feasibility.

## Options

### **Certification : 190€ HT**

La certification DiGiTT® est en option lors de l'inscription à cette formation et s'articule en 3 étapes : le passage d'un Diag® avant la formation, l'accès à une digithèque permettant l'apprentissage des concepts et notions pour chaque compétence digitale, puis le passage de l'examen de certification. Celui-ci se compose d'un test de 90 min disponible en anglais et en français. Le résultat atteste de votre niveau de compétences sur 1000 points (débutant, intermédiaire, avancé, expert). Le seul suivi de cette formation ne constitue pas un élément suffisant pour garantir un score maximum à l'examen. La planification de ce dernier et son passage s'effectuent en ligne dans les 4 semaines qui suivent le début de votre session.

## Dates and locations

### **REMOTE CLASS**

2026 : 26 Mar., 28 May, 8 Oct.

### **PARIS LA DÉFENSE**

2026 : 26 Mar., 28 May, 8 Oct.