# 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

## 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.

## 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.