Business Intelligence & Data · BI24

Big Data Governance: Bad Data or Better Data or Best Data

Cairo · 20 - 24 Dec 2026

Date	Venue	Duration
20 - 24 Dec 2026	**Cairo**	**1 Week**
Fee	Ref	Language
£3,100 GBP	**BI24**	**English**

Introduction

Big Data is used in every situation, but the path from vision to value is neither quick nor cheap. The journey is fraught with danger and other difficulties. In addition to these risks, the reality is that the story is about the use of Big Data for decision-making insights rather than big data itself. The use of Big Data necessitates both high-tech and high-touch elements.

Technologies, technical software, technical professionals, and other technical/scientific elements are examples of high-tech elements. Human decision-making, human responses to Artificial Intelligence [AI] possibilities, human responses to automation possibilities, human responses to machine learning possibilities, and human responses to business and social changes to the organisation and society are examples of high-touch aspects. In other words, BIG DATA changes everything and is not just a catchy phrase.

This training course demonstrates by example how to think about governance, management, and Big Data use. Delegates should be interested in the realities of Big Data and understand its transformative potential, but they do not need to be experts in specific tools.
This BIG DATA Governance training course provides an overview and synthesis of how Big Data should be governed, managed, and used to make decisions.

Course Objectives of Big Data Governance

This training course aims to provide those involved in decision-making at all levels with the perspective needed to consider the resource allocation process for Big Data governance, management, and uses.

The specific objectives are as complies:

- To alert delegates to the transformational aspects of the term Big Data is not about data but rather about decision-making
- To show delegates several demonstrations of current tools and use cases

- To provide delegates with perspectives on the risks and challenges of Big Data
- To give delegates the ability to recognise that some data are Bad Data, some data are Better Data, and some data are Best Data
- To give delegates perspectives on the Big Data implementation process
- To provide a clear understanding of why Big Data cannot be avoided regardless of the definition

Course Methodology of Big Data Governance

This training course employs an example-based approach with various cases and materials that encourage delegates to discuss their experiences and expectations.
This training course focuses on recognising the results of the term Big Data and applying Big Data to decision-making.
Delegates will spend some time in discussions and some time exploring the hands-on aspects of selected tools.
For demonstration purposes, some technological tools will be used in this training.
The hands-on aspects necessitate a basic understanding of EXCEL. Advanced knowledge of EXCEL, Power Pivot, Power Map, and Power BI is also beneficial. Other tools, such as Tableau, will be demonstrated as well.

Organisational Impact of Big Data Governance

Organisations that can understand the journey of Big Data are better able to make resource allocation decisions for Big Data projects and to make better use of Big Data in decision-making.

Organisations improve overall decision-making as a result of sending their employees on this course, organisations can expect to serve from:

- An understanding that the issue is bigger than Big Data
- Recognise that Bad Data may be present
- Understand the Need for Better Data
- Consider the benefits/costs of moving from Bad to Better to Best Data
- Imagine the Data needed to improve decision making
- Acknowledge that the Big Data term needs the term Analytics attached
- Discover possibilities in tools and thinking for Big Data
- Accommodate penetrations into many business processes
- More importance on the human aspects of Big Data
- Enhanced comprehension of the asset labelled Big Data

Personal Impact of Big Data Governance

Participants will each gain extensive knowledge, and understanding that has direct relevance to a wide range of business matters, specifically Participants will collect:

- New ideas regarding the governance, management, and use of Big Data
- Explanations of tools that stimulate ideas for use
- Awareness of how and when to seek better data or best data
- Understanding of current governance practices
- The ability to recognise and appreciate the uses of Big Data
- Sufficient strategic knowledge to identify when Big Data resources are needed

Target Audience of Big Data Governance

This training course has been created for professionals whose jobs require decision-making using any kind of data. This training course involves extensive thinking about and examining results to explain complex and ambiguous problems where Big Data may provide penetrations for developed decision-making.

This training course on BIG DATA is intended for participants who have an interest in investigating the high and high touch environment required to move from vision to value with BIG DATA.

Course Outlines of Big Data Governance

DAY 1

Big Data

- Introduction to Big Data: Volume, Veracity, Velocity, Variety, and Value
- Introduction to Bad Data, Better Data, and Best Data
- Bad Data Examples, Implications, and Corrective Actions
- Better Data Examples
- Best Data Examples
- Demonstration of Power BI Compared to other Software
- Why Visualisation is Paramount?
- Lessons Learned on Big Data, Bad Data, and Best Data

DAY 2

Big Data Use Cases

- Exploration of Possible Causes
- Finance Cases
- Marketing Cases
- Supply Chain Cases
- Human Resource Cases
- Tax Cases
- Fraud and Forensic Cases
- Social Media Cases
- BlockChain Cases
- Auditing Cases
- Brainstorming of other Cases

DAY 3

Big Data Governance

- Who owns the data?
- Board Roles
- Compliance Officer Roles
- CEO, CFO, CIO, and other C-suite Roles
- Government Roles including GDPR
- Best Practices in Data Governance
- Review of the Use Cases Compared to the Governance Issues
- Demonstrations as Needed

DAY 4

Big Data Successes and Failures

- Why the analytics mindset is the key to Big Data?
- Why cleaning the data is mandatory?
- Why understanding the question is the first thing?
- Why creativity matters in a Big Data world?
- Critical Success Factors for Big Data Success
- Key Performance Indicators for Big Data Success
- Examining the Cases and Governance for Lessons Learned
- Demonstrations as Needed

DAY 5

Big Data Takeaways

- Big Data is more than Data
- How to avoid big data promises as a scam – make it real!
- Lessons Learned for Big Data in Your Organisation
- Lessons Learned for Big Data in Your Unit
- Lessons Learned for Big Data in Your Career
- What is next?
    - Machine learning? Artificial Intelligence? And?

Register or ask about this course online

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