# ENTERPRISE BIG DATA
# ANALYST

## EXAM DETAILS

**Passing mark**

**65%**

**Format**

**MULTIPLE CHOICE**



**In today's data-centric landscape, the demand for qualified Big Data Analysts is surging.** As organizations recognize the pivotal role of structured data analysis in driving informed decision-making, the skills required for advanced data analysis techniques are becoming essential. With Big Data becoming increasingly ubiquitous, professionals proficient in statistical and machine learning techniques are in high demand.

### TARGET AUDIENCE

The Enterprise Big Data Analyst (EBDA) certification is tailored for professionals across various industries who are involved in data analysis and aspire to deepen their understanding of advanced Big Data analysis techniques. This includes:

1. **Data Analysts**: Professionals responsible for analyzing and interpreting large volumes of data to extract insights and drive business decisions.
2. **Business Analysts**: Individuals tasked with translating business requirements into data-driven solutions and providing strategic insights based on data analysis.
3. **Business Data Analysts**: Professionals specializing in analyzing business data to identify trends, patterns, and opportunities for optimization.
4. **Systems Analysts**: Those involved in assessing and improving the efficiency and effectiveness of organizational systems through data analysis and modeling.
5. **Data Management Analysts**: Professionals focused on ensuring data quality, integrity, and security within an organization's data management infrastructure.
6. **Business Analytics Consultants**: Consultants who work with organizations to leverage data analytics for improving operational efficiency, customer engagement, and strategic planning.
7. **Data Scientists**: Individuals with a strong background in mathematics, statistics, and computer science who use advanced analytical techniques to extract insights from complex data sets.
8. **Data Modelers**: Professionals responsible for designing, implementing, and maintaining data models to support business requirements and analytical needs.

### KEY FEATURES

1. **Advanced Techniques:** The Enterprise Big Data Analyst (EBDA) certification delves into advanced data analysis techniques for Big Data, including statistical inference, predictive modeling, machine learning algorithms, and outlier detection.
2. **Practical Application**: Participants engage in hands-on exercises and real-world case studies, applying theoretical models to solve complex business problems, ensuring effective use of statistical and machine learning techniques.
3. **Tailored Curriculum**: Designed for experienced data professionals, the course covers exploratory data analysis, data cleaning, wrangling, and presentation techniques, focusing on statistical and machine learning models.
4. **Accessible Entry Level**: While advanced, the EBDA certification is accessible to those with experience in data analysis and common data operations, without extensive prerequisites beyond the Enterprise Big Data Professional level.
5. **Focused Audience**: The EBDA certification targets data analysts, business analysts, data scientists, and other professionals involved in enterprise Big Data analysis, aligning content with their needs and expectations.

### JOB DEMAND

Employment of data analysts is projected to grow 23 percent from 2022 to 2032, much faster than the average for all occupations. - US Bureau of Labour Statistics

The data analytics market size is projected to grow from $7.03 billion in 2023 to $303.4 billion in 2030 at a CAGR of 27.6%. The growth is expected globally, but the US accounts for most of the global market share. - 365 Data Science

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**+23%**

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## TARGET INDUSTRY

1. **Technology**: As the technology sector generates a continuous stream of data from user interactions, transactions, and IoT devices, Big Data analytics is crucial for enhancing product development, improving user experiences, and boosting operational efficiency.

2. **Finance and Banking**: Financial institutions handle vast datasets from transactions, customer interactions, market analysis, and risk management. Big Data analytics supports fraud detection, personalized financial services, market trend analysis, and regulatory compliance.

3. **Healthcare**: The healthcare industry produces enormous data from patient records, medical devices, clinical trials, and research. Big Data analytics improves patient care, disease management, drug discovery, and healthcare operations.

4. **Retail and E-commerce**: Retailers collect extensive data on customer behavior, purchasing patterns, inventory, and supply chain logistics. Big Data analytics enables personalized marketing, demand forecasting, inventory optimization, and customer segmentation.

5. **Telecommunications**: Telecom companies gather data on network performance, customer usage, billing, and service quality. Big Data analytics aids in network optimization, customer churn prediction, targeted marketing, and service personalization.

6. **Manufacturing**: Manufacturers generate data from sensors, IoT devices, production processes, and supply chains. Big Data analytics enhances predictive maintenance, quality assurance, supply chain optimization, and product innovation.

7. **Energy and Utilities**: Energy companies collect data from smart meters, power grids, renewable energy sources, and consumption patterns. Big Data analytics optimizes energy distribution, predicts equipment failures, and improves resource management.

8. **Government and Public Sector**: Government agencies gather data on citizen demographics, public services, urban planning, and environmental monitoring. Big Data analytics supports policy-making, public safety initiatives, and service delivery optimization.

9. **Education**: Educational institutions generate data on student performance, learning behaviors, and administrative processes. Big Data analytics can enhance personalized learning, improve student outcomes, optimize administrative efficiency, and support educational research.

10. **Transportation and Logistics**: Companies in this sector collect data on fleet management, route optimization, supply chain logistics, and customer deliveries. Big Data analytics improves operational efficiency, reduces costs, and enhances customer satisfaction.

## KEY BENEFITS

- **Vendor Neutrality:** Provides a broad understanding of Big Data architectures, technologies, and processes, adaptable to diverse environments and tools without bias towards specific platforms or solutions.

- **Global Accreditation**: Accredited by APMG-International, offering global recognition and legitimacy, assuring quality and credibility to employers and professionals alike.

- **Tailored Curriculum**: Designed for experienced data professionals, covering topics such as exploratory data analysis, data cleaning, wrangling, and presentation techniques, with a focus on statistical and machine learning models.

- **Lifetime Certification**: Grants a lifetime certification upon successful completion, ensuring credentials remain relevant and valuable throughout careers without the need for renewal.

- **Accessible Entry Level**: Open to professionals with experience in data analysis and common data operations techniques, with no extensive technical prerequisites beyond the Enterprise Big Data Professional level.

- **Focused Audience**: Targets data analysts, business analysts, data scientists, and other data professionals involved in enterprise Big Data analysis, ensuring alignment with their needs and expectations.

- **Career Advancement**: Mastering advanced Big Data analysis techniques through the EBDA certification opens doors to various career advancement opportunities in roles requiring specialized expertise.

- **Continuous Education**: Provides a pathway to pursue the Enterprise Big Data Scientist certification, facilitating ongoing professional growth and specialization in Big Data analytics.

- **Enhanced Decision-Making**: Equips participants with the skills to extract valuable insights from large and complex datasets, driving informed and strategic decision-making within organizations.

- **Industry Relevance**: Keeps professionals abreast of the latest trends and techniques in Big Data analysis, ensuring their skills remain current and competitive in the rapidly evolving field.

- **Business Impact**: Empowers professionals to contribute significantly to their organization's success by leveraging advanced data analysis techniques to uncover insights and drive business value.

## CONCLUSION

The Enterprise Big Data Analyst (EBDA) certification offers specialized training in advanced statistical and machine learning techniques tailored for Big Data analytics. Accredited by APMG-International and with a vendor-neutral approach, EBDA ensures global recognition and applicability across diverse industries. Whether you're an experienced data analyst or aiming to enhance your skills, EBDA equips you with the expertise to navigate the complexities of Big Data analytics and drive impactful insights for your organization's success.

# CONTACT & MORE INFORMATION

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