
Big Data and Business Analytics for Decision Makers

05 - 09 Oct 2026
Vienna





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Big Data and Business Analytics for Decision Makers is a 5-day senior leadership course delivered by Mars Training Centre UK across our international training centres in Europe, the Gulf, and Asia — London, Dubai, Madrid, Amsterdam, and Jakarta — designed for directors and executives responsible for the data and analytics agenda inside their organisations.

Every organisation now has more data than it can use, and most senior leaders are unsure which questions to ask first. Big data, advanced analytics, and AI-driven insight have moved from competitive advantage to executive expectation. This programme is built for the senior leader who owns the agenda — who commissions, governs, and challenges the analytics function — not the data scientist who builds the models.

Across five focused days, you will sharpen your executive view of data and analytics. You will examine the data landscape, the analytics maturity arc, the governance and ethics issues, and the operating-model decisions that determine whether data actually delivers value. You will leave with a tailored data-and-analytics strategy for the business you lead.

The week moves from big data and analytics in business terms, through strategy, architecture and investment, into governance, quality, ethics and privacy, then people, operating model and adoption, closing with a personal action plan.

What You Will Learn

- Define a data and analytics strategy in clear business terms.
- Diagnose your organisation's data maturity using a structured baseline.
- Distinguish descriptive, diagnostic, predictive, and prescriptive analytics in context.
- Evaluate big-data and analytics platforms and proposals critically.
- Govern data quality, ethics, and protection at executive level.
- Lead the cultural and operating-model change that data demands.
- Communicate analytical findings credibly to boards and stakeholders.
- Build a 12-month data and analytics roadmap aligned to business strategy.

How You Will Benefit

You will leave with a working executive view of data and analytics, the judgement to commission and govern it well, and a Mars Certificate of Completion.

Your organisation will gain a senior leader who can elevate data from technical function to strategic capability — and who can challenge the analytical work that the business actually depends on.



Who This Programme Is For

The programme is designed for chief executives and managing directors, chief data officers and chief analytics officers, chief financial officers and chief operating officers, directors of strategy, planning and performance, vice presidents and general managers leading business units, senior public-sector executives, heads of risk, audit and compliance with data in scope, and board members and audit-committee chairs. The seniority floor is director level and above.

Delivery is facilitator-led and interactive, mixing teaching with discussion, validated diagnostic tools, applied exercises, and continuous personal feedback from your lead faculty. Successful delegates receive a Mars Certificate of Completion.