
Big Data and Business Analytics for Leaders

26 – 30 April 2027
Vienna





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Ref: 1712_5656 Date: 26 – 30 April 2027 Location: Vienna Fees: 5500 GBP

Programme Summary

Modern enterprises accumulate massive information stores but frequently struggle to convert distributed repositories into sustainable strategic value. This intensive curriculum addresses the structural challenges of leading an information-driven enterprise, moving beyond tactical dashboard usage to focus on overarching enterprise information architecture, cross-functional operating models, and institutional maturity. Participants evaluate modern infrastructure investments, formulate robust oversight protocols, and orchestrate large-scale organizational adoption. This specialised leadership masterclass is delivered by Mars Training Centre UK.

The Business Case

Without coherent leadership over information assets, organisations suffer from fragmented software tooling, regulatory exposure, and stalled digital initiatives. Building capable enterprise leadership across the information ecosystem ensures capital investments in cloud lakes and algorithmic pipelines yield measurable strategic returns while safeguarding institutional integrity.

- Capital Efficiency: Directs technology expenditure toward high-impact institutional capabilities while eliminating redundant tooling investments.
- Enterprise Oversight: Establishes rigorous stewardship protocols that ensure regulatory compliance and ethical model deployment.
- Scalable Delivery: Replaces fragmented silo initiatives with coordinated hub-and-spoke or mesh delivery operating structures.
- Capability Evolution: Tracks institutional progression through formal maturity models to systematically eliminate operational roadblocks.

Principles and Evidence Base

- Gartner Analytics Maturity Model: Provides the structural progression pathway from reactive operational reporting to autonomous predictive systems.
- DAMA-DMBOK2 Governance Framework: Anchors the core information governance, metadata stewardship, and architectural integrity disciplines.
- Data Mesh Architectural Principles: Informs decentralized product-oriented ownership, federated computational governance, and self-serve infrastructure models.



Intended Participants

- Vice presidents and divisional heads tasked with directing enterprise information initiatives.
- Steering committee members evaluating investments in enterprise lakehouses and advanced algorithms.
- Heads of corporate strategy, operational excellence, and enterprise transformation.
- Technology and portfolio leaders partnering across corporate units to scale quantitative capabilities.

The curriculum directly addresses the strategic oversight responsibilities required in banking, telecommunications, logistics, retail, and modern public institutions.

Learning Outcomes

1. Participants will be able to construct an enterprise-wide information blueprint aligned with institutional goals.
2. Participants will be able to benchmark organizational capability against formal maturity stage criteria.
3. Participants will be able to evaluate platform capital expenditure including warehouse, lakehouse, and streaming investments.
4. Participants will be able to formulate federated stewardship policies covering metadata, lineage, and algorithmic ethics.
5. Participants will be able to structure scalable organizational topologies spanning centralized, decentralized, and federated delivery paradigms.
6. Participants will be able to design a realistic multi-horizon implementation roadmap securing organizational buy-in.

Programme Structure

Day 1: Enterprise Ecosystems and the Strategic Agenda

How do enterprise leaders translate high-level commercial vision into scalable digital capability?

- Evaluating the Modern Enterprise Information Landscape
- Translating Institutional Ambition into Strategic Use-Case Portfolios
- Gartner Maturity Arc: Diagnosing Current State and Defining Target States
- Economic Value Realization: Monetization Models and Efficiency Gains
- Developing the Strategic Capability Charter

Day 2: Architecture, Infrastructure, and Capital Allocation

How should corporate leadership appraise complex modern infrastructure platforms and software investments?



- Deconstructing Modern Pipelines: Ingestion, Storage, Processing, and Presentation
- Comparative Analysis: Data Warehouses, Lakes, and Lakehouse Paradigms
- Evaluating Distributed Paradigms: Centralized Warehousing versus Data Mesh
- Cloud Economics: Managing Platform Costs, Vendor Lock-in, and Licensing
- Formulating Technology Procurement Scrutiny Criteria for Steering Groups

Day 3: Governance, Stewardship, and Ethical Guardrails

How is enterprise integrity preserved across sprawling multi-source repositories?

- DAMA-DMBOK2 Aligned Stewardship and Policy Formulation
- Automating Metadata Cataloguing, Lineage Tracking, and Master Record Management
- Algorithmic Bias, Model Transparency, and Responsible AI Governance
- Information Privacy Architecture: Access Controls and Cross-Border Compliance
- Structuring the Enterprise Governance Council and Stewardship Charters

Day 4: Operating Topologies and Value Delivery Models

What structural organization best accelerates transformation across functional units?

- Operating Model Archetypes: Centralized Centres of Excellence, Embedded, and Federated Mesh
- Talent Strategy: Upskilling Pathways, Role Profiles, and Capability Retention
- Treating Information Assets as Internal Products: Product Management Practices
- Change Management: Fostering Evidence-Seeking Cultural Behaviors
- Performance Metrics for Digital Transformation Programmes

Day 5: Enterprise Roadmapping and Leadership Execution

How do portfolio directors synthesize technical capability, governance, and culture into an actionable plan?

- Prioritization Matrices: Balancing Strategic Feasibility and Commercial Payoff
- Multi-Horizon Implementation Roadmapping: Immediate Wins versus Foundational Enablers
- Formulating Defensible Strategic Investment Cases
- Stakeholder Alignment and Board-Level Narrative Structuring
- Capstone Strategic Plan Presentations and Peer Review

Methodology

Delivery combines diagnostic self-assessments, strategic scenario simulations, architectural blueprint evaluations, and peer-to-peer critique. Participants utilize validated capability diagnostic scorecards to assess their home organizations, dissect institutional case studies of ecosystem transformations, and iteratively develop strategic charters.



- Suggested activity: Conducting an enterprise maturity audit to isolate capability bottlenecks across functional departments.
- Suggested activity: Evaluating competing vendor architecture proposals using a structured capital appraisal matrix.
- Suggested activity: Designing a federated stewardship framework to manage cross-departmental compliance.

Capstone Output

Delegates produce an actionable Enterprise Information Strategy Blueprint. This document details an institutional maturity diagnosis, an evaluated architecture topology recommendation, an operating model charter, and a prioritized multi-horizon implementation schedule ready for board review.

Frequently Asked Questions

Does this programme address hands-on programming or mathematical modelling?

No. The syllabus concentrates strictly on organizational leadership, ecosystem strategy, governance architectures, and capital evaluation rather than coding or script authoring.

How does this course differ from operational reporting seminars?

Rather than covering report formatting or tactical chart design, this masterclass equips leaders to govern enterprise-wide architectures, lead cultural change, and manage ecosystem investments.

Are the frameworks suitable for non-technology backgrounds?

Yes. The conceptual models translate complex technical architectural choices into strategic governance and investment terms accessible to non-technical leaders.

Can the strategic templates be utilized across our home organization?

Yes. All diagnostic scorecards, roadmap layouts, and governance charters introduced are fully adaptable for direct institutional deployment.