

Big Data for Financial Forecasting and Market Intelligence

COURSE OVERVIEW

This course prepares participants to utilize big data technologies to revolutionize financial forecasting, investment planning, and market intelligence. It covers how to leverage both structured and unstructured data, advanced analytics, and machine learning to anticipate market trends, assess risks, and extract actionable insights for informed decision-making. Through hands-on exercises and real-world case studies, delegates will learn to apply big data techniques to enhance financial accuracy, strengthen competitive advantage, and support sustainable business growth.

WHO SHOULD ATTEND?

This course is designed for IT managers, finance professionals, market analysts, investment managers, data scientists, ERP and fintech consultants, and corporate strategists aiming to enhance their forecasting and analytical capabilities. It is also highly valuable for CFOs, decision-makers, and executives seeking to integrate big data into finance and market intelligence functions to strengthen resilience, improve agility, and maintain a competitive edge.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Comprehend the fundamentals of big data and its applications in finance.
- Apply big data analytics to enhance financial forecasting accuracy.
- Leverage market intelligence tools for trend prediction and risk analysis.
- Integrate machine learning and predictive models into financial planning.
- Align marketing efforts with financial goals using ROI analysis, customer life time value (CLV) and marketing mix modeling.
- Translate big data insights into strategic decisions for corporate growth.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- The comprehensive coverage of big data applications in finance and markets.
- The mastery of software tools.
- The practical application of big data tools, analytics, and visualization platforms.
- Techniques for predictive modeling, trend analysis, and scenario planning.
- Integration of big data into ERP and financial decision support systems.
- The forecasts and marketing dashboards using simulated datasets.
- Real-world case studies of big data in investment and corporate forecasting.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate.
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded.