

Data Warehousing & Data Mining

To understand the basic tools of business intelligence systems

Concerns:

In a highly competitive environment, companies must integrate all their environment to progress or even simply survive. An efficient treatment of their internal and external information will make the difference. Taking advantage from this information treated with an appropriate Business Intelligence system the company will be able to detect quickly changes and to react to the modification of its environment, taking the appropriate decisions and actions.

This training seminar goes further than the course on Business Intelligence and covers two essential tools for the development of business intelligence system:

- **Data warehousing:** a proven technology to support an Enterprise Business Intelligence system
- **Data mining:** a relatively unknown tool which will discover, from large amounts of data, hidden trends and patterns. It can automatically (or not) create new vital knowledge about your business.

Objectives :

Provide the basic knowledge as well as more recent trends to allow companies to successfully implement a data warehouse and understand the opportunities offered by data mining techniques in order to:

1. stay competitive in a market which is increasingly using these technologies
2. maximize customers profitability
3. open new market opportunities

The emphasis will be more on managerial, business and strategic aspects than on technical issues which will be nevertheless introduced for the benefit of non IT persons.

Who can take advantage from this training seminar ?

- Staff people, business and financial managers from small to large enterprises
- Sales and marketing
- IT managers

Content

- A brief refresh on business intelligence
- Data warehouse:
 - Base concepts
 - Characteristics
 - Data marts
 - ETL functions (extract, transform and load)
 - Architecture
 - Design
 - Data management
 - Metadata
 - Implementation
 - Solutions selection
 - Case studies
- Decision Support Systems
- Data web house

- Data mining
 - Introduction and positioning
 - Data mining project
 - Architecture
 - Applications
 - Web mining
 - Data: types, preparation
 - Techniques
 - Text mining
 - Case studies

Number of participants :

- To maximize interactivity the number of participants will be minimum 3 and maximum 10
- The course material will be distributed at the beginning of the course

Lecturer : André Lemaylleux

- Civil Engineer in electronics (University of Louvain)
- Professor at the following institutions Boston University Brussels, United Business Institutes (MBA), Université Libre Internationale Brussels, FORUM Event /ESAP
- Previously manager of education development at IBM Europe

[Online registration](#)

Corporate training for minimum two participants

Contact us: forum@esap.be - tel :02/771.43.13

In-company training : Practical information

Duration : one day

Content : the standard contents of the formation can be adapted “custom-tailored” taking into account your situation and as your expectation. In this case, a preliminary contact with the trainer will be organize to finalize the contents.

Number of participants: starting from 2 participants without ideally exceeding 10 participants to guarantee the interactivity.

Price : group from 2 to 5 participants : 1700 €(+21% VAT)
 group from 6 to 10 participants : 1900 €(+21% VAT)
 Possibility of subsidies (up to 50%) in the Region of Brussels and in Flanders

Complementary option: follow-up and/or coaching personalized according to the needs for the company.

Contact : Marita Guilmot-Lennertz - forum@esap.be - Tel 02/771.43.13

Cancellation : any registration can be cancelled at the latest five working days before the seminar, only by fax (02/771.31.70) or by mail (forum@esap.be), with a refund of 80% of registration fee. After this delay, no reimbursement will be done. Any registered participant has the possibility to be replaced but in this case please indicate it clearly when arriving