CMMI® Institute

BIG DATA

BIG DEMAND FOR DATA SKILLS & CERTIFICATIONS

According to a **2017 Forbes article**, Big Data is the technical skill with the *biggest increase in demand.*

High Demand & Higher Salaries For Data Skills

According to **CIO.com →**

Organizations are on the hunt for **DATA SCIENTISTS & ANALYSTS** with expertise in the techniques required to analyze big data.

Individuals with the right mix of experience & skills can command **HIGH SALARIES & OFFER A MAJOR COMPETITIVE EDGE.**

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HIGH DEMAND

These skills are in **HIGH DEMAND** and are relatively rare.

Certifications measure your knowledge & skills against industry & vendor-specific benchmarks to **PROVE TO EMPLOYERS THAT YOU HAVE THE RIGHT SKILLSET.**

Keep A Competitive Edge with Big Data Skills

Those who advance furthest, fastest will have a significant competitive advantage; *those who fall behind risk becoming irrelevant.*

- **McKinsey & Company**, 2017

By 2020, **IBM predicts** that the number of annual job openings for all **DATA SAVVY PROFESSIONALS** in the US will increase to: **2.7 MILLION**