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FOR IMMEDIATE RELEASE

April Business Breakfast Bytes, from the Fox Cities Chamber, to focus on Big Data

APPLETON, Wis. (April 3, 2019) – The Fox Cities Chamber’s monthly educational program, Business Breakfast Bytes, will focus on the impact and use of ‘big data’ in business at the morning session on April 16. Attendees will learn about the benefits of collecting data and the ways to utilize it in their own business.

According to SAS (a trusted analytics business), big data describes the large volume of data - both structured and unstructured - that inundates a business on a day-to-day basis. Big data can be analyzed for making better, more strategic business decisions.

The April Business Breakfast Bytes session will be facilitated by an expert from Fox Valley Technical College Software Development Instructor Brian Foote, who is knowledgeable in big data.

“Big data is becoming increasingly prevalent in today’s business world,” shared facilitator Foote. “Join us at this upcoming session to learn about what constitutes big data, advantages of using big data, and a current, real-world big data initiative in major cities across the United States and the world.”

Foote is currently an instructor at Fox Valley Technical College with a passion for information technology as well as instruction. He teaches several Microsoft-based technologies including web and desktop development, mobile application creation, database manipulation, and cloud interaction.

Data can be overwhelming and sometimes a bit intimidating. This presentation will share the basics of big data, including real life case studies to provide examples of what big data can provide a business. This presentation will be geared towards business owners and marketers seeking a better understanding on defining big data and how to utilize it strategically in their business endeavors.

Business Breakfast Bytes are a monthly business educational program focused on providing our small to mid-sized business members across the Fox Cities Region with education and resources addressing top business concerns.

Registration for each individual session is required. Fox Cities Chamber members are allowed to bring a guest and may use the registration link on the Chamber website or call (920) 734-7101 to register. Please visit the Chamber website for complete details of the April session, being hosted at Fox Valley Technical College in the D.J. Bordini Center in Appleton from 7:30 AM – 9:00 AM on Tuesday, April 16. Details and registration can be found at foxcitieschamber.com.

For immediate questions, please contact MiKayla Kunde, Member Programs Manager, by email mkunde@foxcitieschamber.com or phone (920) 734-7101.



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About Fox Cities Chamber of Commerce

The Fox Cities Chamber of Commerce captures the energy of one of Wisconsin's most dynamic regions and transforms it into innovative programs and services for its business members. The Fox Cities Chamber serves all of the Fox Cities communities within the counties of Outagamie, Calumet and the northern portion of Winnebago. The Fox Cities Chamber plays a leadership role in regional economic development efforts in Northeastern Wisconsin. For more information, visit www.foxcitieschamber.com.