GENERATIVE AI
FOR ANALYTICS

1. Basics of GenAI Technology
2. GenAI Workflows and Applications
3. Basics of Analytics
4. GenAI for Common Skills
5. Data Analytics in Focus
6. Product Analytics in Focus
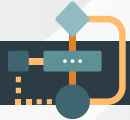7. Business Analytics in Focus
8. Final Project

Duration: 1 Month

MODULE 1: BASICS OF GENAI TECHNOLOGY

- What GenAI is, Evolution of GenAI technology
- Capabilities- what it is good at
- Limitations- what it isn't good at (yet)
- Foundation models vs. fine tuning
- Real world applications, Hands on with ChatGPT

MODULE 2: GENAI WORKFLOWS AND APPLICATIONS

- Prompt engineering, Limitations of prompting, AI Agents
- Retrieval augmented generation, Using these tools appropriately

Assignment 1
Assignment 2

MODULE 3: BASICS OF ANALYTICS

- Types of analysis (descriptive, predictive etc.)
- Types of analytics roles Analytics roles- high level
- Analytics roles- competencies Common denominator skills

Assignment

MODULE 4: GENAI FOR COMMON SKILLS

- Using GenAI for coding help, GenAI for data exploration,
- GenAI for data manipulation, SQL queries with GenAI
- GenAI for understanding data (schemas, datasets etc.)

Assignment

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MODULE 5: DATA ANALYTICS IN FOCUS

- Efficient data gathering using GenAI, Writing efficient SQL queries
- Schema design for use case, Automating data cleaning
- Data preparation for analysis, Report/dashboard creation
- Creating visualizations using GenAI

Assignment

MODULE 6: PRODUCT ANALYTICS IN FOCUS

- Product performance metrics, Analyzing user feedback and reviews
- Analyzing on-site experience, GenAI for A/B testing
- Online experimentation fundamentals (A/B testing)

Assignment

MODULE 7: BUSINESS ANALYTICS IN FOCUS

- Key business metrics, Basics of forecasting
- Hypothesis generation using GenAI, Customer insights using data analysis Business recommendations from data

Assignment

MODULE 8: FINAL PROJECT

The final project will give students the opportunity to demonstrate their understanding of the tools by using one of the tools to create a project.