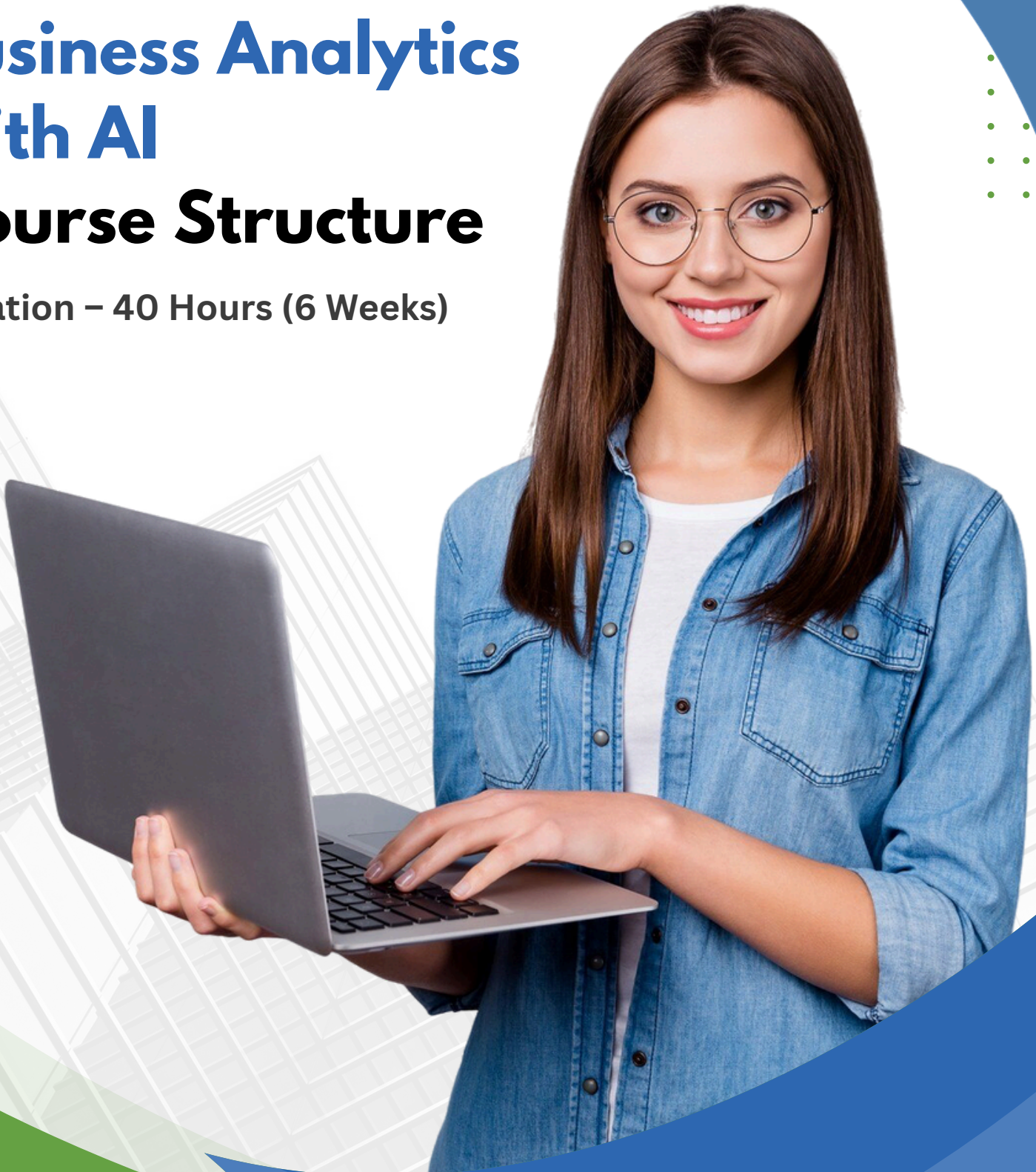


Business Analytics with AI

Course Structure

Duration – 40 Hours (6 Weeks)



Module 1: Introduction to Business Analytics & AI (4 Hours)

- Concepts: Evolution from Data Reporting to Prescriptive Analytics.
- AI Overview: Role of Artificial Intelligence, Machine Learning, and Generative AI in business.
- Case Studies: Understanding data-driven decision-making scenarios.

Module 2: Data Handling & AI-Powered MS Excel (8 Hours)

- Cleaning Data: Data preparation, cleaning, and validation techniques.
- AI Tools in Excel: Using 'Analyze Data', 'Forecasting', and 'Smart Insights' to detect patterns.
- Prompt Engineering: Utilizing ChatGPT for data formula generation and analysis.

Module 3: Data Visualization & BI Tools with AI (8 Hours)

- Power BI/Tableau: Building interactive dashboards.
- Visual Analytics: Creating compelling visual reports.
- AI Features: Using Q&A for natural language data queries and AI key influencers to find insights.

Module 4: AI in Predictive Analytics (8 Hours)

- Predictive Modeling: Introduction to Machine Learning algorithms for sales forecasting and customer behavior prediction.
- Tools: Using AI assistants to run simulations and scenario analysis.
- Customer Segmentation: Techniques for targeted marketing.

Module 5: Generative AI for Business Insights (4 Hours)

- LLMs in Analytics: Using ChatGPT/Generative AI for report writing, summarizing complex datasets, and generating business scenarios.
- AI Ethics: Understanding data privacy and governance.

Module 6: Capstone Project (8 Hours)

- Practical Project: Developing an AI-augmented dashboard to solve a real-world business case study.



Contact Us Today!



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