

## **COURSE CONTENT**

### **Course Title**

### **From Data to Decisions: Advance Conversational Data Analysis with Generative AI**

### **Course Information**

From Data to Decisions: Advance Conversational Data Analysis with Generative AI course provides a comprehensive and hands-on mastery of conversational data analysis using Generative AI tools.

This 2-day programme moves beyond general analysis into multi-source data integration, social media analytics interpretation, advanced AI tool comparison, structured decision simulation and executive-ready output creation.

The course emphasises conversational data analysis as an accessible and structured approach, enabling professionals to perform sophisticated data analysis using AI-powered Large Language Models (LLMs) without requiring advanced statistical, programming or technical data science expertise.

Primary AI Tools Covered: ChatGPT, Copilot, Gemini, QwenChat, Kimi, Julius AI, Grok

## **2. Who Should Attend This Course**

This course is suitable for professionals involved in analytical decision-making and strategic planning, including:

Executives and Senior Executives  
Managers and Team Leaders  
Strategy and Planning Officers  
HR and L&D Professionals  
Marketing and Business Development Teams  
Operations and Performance Management Personnel  
Non-technical analysts and data users

It is ideal for professionals who want to conduct structured, multi-source data analysis using conversational AI tools to support strategic and operational decisions.

## **3. Topics Coverage (2-Day Course)**

### **Day 1 – Data Design & Core Analytics**

#### Module 1: Strategic Data Planning

Defining analytical and decision-making objectives  
Designing structured data collection strategies  
Identifying quantitative and qualitative data sources  
AI-assisted survey and form creation

## Module 2: Data Preparation & Tool Selection

Extracting and organising datasets Data cleansing and validation principles Comparing ChatGPT, Copilot, Gemini, QwenChat and Kimi for analytical tasks Introduction to Julius AI and Grok for advanced analytical depth Responsible data handling and privacy considerations

## Module 3: General & Specific Conversational Data Analysis

Uploading datasets into AI tools Structured prompt engineering for analysis Trend identification and pattern recognition Segmentation and comparative analysis Generating data visualisations (bar charts, line graphs, comparative dashboards, summary tables) Interpreting and validating AI-generated insights

## **Day 2 – Advanced & Multi-Source Analysis**

### Module 4: Social Media & Engagement Analytics

Interpreting Facebook Analytics data Analysing WhatsApp group polls and engagement metrics Converting engagement data into performance insights

### Module 5: Multi-Source Data Integration

Combining internal and external datasets Integrating policy papers, news articles and industry reports Cross-source validation and triangulation techniques

### Module 6: Decision Simulation & Executive Output Creation

AI-assisted scenario modelling Stress-testing recommendations Creating executive-ready slides and analytical reports Developing landing pages and strategic articles Group presentations and peer feedback

## **4. By the End of This Course, Participants Will Be Able To:**

Upon successful completion, participants will be able to:

- Given a defined organisational decision-making objective and structured templates, design a comprehensive data collection strategy that appropriately identifies relevant quantitative and qualitative data sources aligned to that objective.
- Given access to conversational AI platforms (ChatGPT, Copilot, Gemini, QwenChat, Kimi, Julius AI, Grok), develop AI-assisted data collection instruments that meet clarity, relevance and usability standards for organisational deployment.
- Given raw datasets from surveys, spreadsheets or social media analytics dashboards, conduct data cleansing, organisation and preparation into analysis-ready formats with minimal structural errors.

- Given multiple conversational AI platforms, evaluate and select the most appropriate tool for specific analytical tasks based on data sensitivity, analytical complexity and required output formats.
- Given uploaded datasets, construct structured conversational prompts to perform general and specific data analysis (summaries, trend identification, segmentation, comparison) and generate accurate data visualisations (charts, comparative tables, trend graphs, dashboards) that correctly represent the analysed data.
- Given multi-source inputs (internal datasets, Facebook analytics, WhatsApp polls, policy papers, news articles), conduct integrated analysis and triangulate findings to produce coherent, evidence-based insights that support problem-solving and strategic decision-making.
- Given AI-generated analytical outputs and visualisations, refine and translate them into executive-ready deliverables (presentation slides, analytical reports, landing pages or strategic recommendation documents) that clearly communicate key insights and recommended actions.
- Given guided practice scenarios, demonstrate the ability to perform advanced conversational data analysis independently without relying on advanced statistical or technical expertise, using structured prompting techniques to lower the barrier to entry for organisational data use.

## **5. Course Duration**

Duration: 2 Days

Total Contact Hours: 14 Hours

## **6. Additional Information**

### **Training Approach**

Instructor-led, interactive sessions Hands-on AI demonstrations Guided multi-source dataset exercises Structured prompt engineering workshops Group analysis and decision simulation activities Real-world case discussions

### **Delivery Mode**

Virtual (online) Instructor-Led Training (VILT) or Classroom (Physical Face-to-Face)

### **Materials Provided**

Advanced data strategy templates, Social media analytics interpretation guide Multi-source integration framework, Advanced AI prompting playbook, Decision simulation worksheets, Participant Learning Support Chatbot & Virtual (online) Instructor-Led Training (VILT) or Classroom (Physical Face-to-Face)

### **Certificate Issuance**

Certificate of Completion

### **Why Choose This Course?**

- ✓ Comprehensive conversational AI analytics mastery
- ✓ Social media and engagement data interpretation
- ✓ Multi-source decision intelligence capability
- ✓ Advanced yet accessible analytical approach
- ✓ Executive-ready strategic insight generation
- ✓ Designed for measurable performance impact