

COURSE CONTENT

Course Title

From Data to Decisions: Conversational Data Analysis with Generative AI Essentials

1. Course Information

From Data to Decisions: Conversational Data Analysis with Generative AI Essentials course introduces participants to practical, structured and accessible data analysis using conversational Generative AI tools.

The course focuses on enabling professionals to collect, organise and analyse data using AI-powered Large Language Models (LLMs) through structured prompting techniques. Emphasis is placed on lowering the barrier to entry, allowing participants to perform meaningful data analysis without requiring advanced statistical, programming or data science expertise.

Participants will learn how to design basic data collection strategies, prepare datasets, conduct general analysis, generate simple data visualisations, and transform insights into decision-ready outputs such as reports and presentation slides.

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

2. Who Should Attend This Course

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

Executives and Senior Executives
Managers and Team Leaders
Operations and Performance Officers
HR and L&D Professionals
Marketing and Business Development Teams
Administrative and Support Staff involved in reporting
Non-technical analysts and data users

It is ideal for professionals who want to perform structured data analysis using AI tools without needing advanced analytical or technical backgrounds.

3. Topics Coverage (1-Day Course)

Module 1: Data Foundations & Collection Design

Defining decision-making objectives
Types of data: quantitative vs qualitative
Structured vs unstructured data
Planning a simple data collection strategy
AI-assisted survey and form creation

Module 2: Data Preparation & Tool Selection

Extracting and organising datasets Basic data cleansing concepts Comparing ChatGPT, Copilot, Gemini, QwenChat and Kimi for analytical tasks Responsible data handling and privacy considerations

Module 3: General Conversational Data Analysis

Uploading datasets into AI tools Structured prompt design for data analysis Summarising datasets and identifying trends Basic segmentation and comparison analysis Generating simple data visualisations (bar charts, pie charts, summary tables) Interpreting and validating AI-generated insights

Module 4: From Insights to Decision Outputs

Refining AI-generated recommendations Creating presentation slides using AI assistance Developing short analytical reports Communicating insights clearly to stakeholders

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

Upon successful completion, participants will be able to:

- Given a defined workplace decision-making objective and a structured template, design a simple data collection approach that appropriately identifies relevant quantitative and qualitative data sources aligned to the objective.
- Given access to selected conversational AI platforms (ChatGPT, Copilot, Gemini, QwenChat, Kimi), develop AI-assisted data collection instruments (e.g., surveys, forms, feedback templates) that meet clarity, relevance and usability standards for operational deployment.
- Given raw datasets (e.g., survey responses or spreadsheet data), organise and prepare the data into analysis-ready formats suitable for upload into conversational AI tools with minimal errors.
- Given uploaded datasets in conversational AI platforms, construct structured prompts to perform general data analysis (summarisation, trend identification, comparison) and produce logically coherent analytical outputs.
- Given AI-generated analytical outputs, generate simple data visualisations (e.g., bar charts, pie charts, summary tables) through conversational prompting that accurately reflect the analysed data.
- Given analysed data and AI-generated visualisations, produce a short decision-ready output (e.g., presentation slide deck or brief report) that clearly communicates key insights and recommended actions.

- Given guided practice scenarios, demonstrate the ability to conduct conversational data analysis independently without relying on advanced statistical or technical expertise.

5. Course Duration

Duration: 1 Day

Total Contact Hours: 7 Hours

6. Additional Information

Training Approach

Instructor-led, interactive sessions Hands-on AI demonstrations Guided dataset exercises
Structured prompt design workshops Real-world decision scenarios

Delivery Mode

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

Materials Provided

Data collection planning templates AI-assisted survey and form templates Essential data analysis prompting guide Sample dataset exercises Simple data visualisation prompt guide Participant Learning Support Chatbot Certificate of Completion

Why Choose This Course?

- ✓ Accessible entry into conversational AI-powered data analysis
- ✓ No advanced statistical knowledge required
- ✓ Faster insight generation and reporting
- ✓ Improved clarity through AI-assisted visualisation
- ✓ Practical and immediately applicable workplace skills
- ✓ Designed for measurable operational impact