

Business Analytics with AI





Business Analytics

- Introduction video
 - Video: Generative AI and Business Intelligence
 - Podcast: Smarter Numbers – AI for Finance Automation and Forecasting
 - Prompt exercises
 - Further reading
-
- This study pack takes about 1-2 hours to complete depending on how many prompt exercises you'll try.



Watch the introduction video!



This video is created with HeyGen.



Watch the video on AI and business intelligence





Listen to the podcast:
Smarter Numbers –
AI for Finance Automation
and Forecasting

This podcast is created with Notebook LM.

Hands-on prompting exercises 1/2

Prep: Start with a dataset (e.g., sales, marketing, and customer-support tables). Remember to anonymize it if necessary.

1. Data Cleaning & Merging

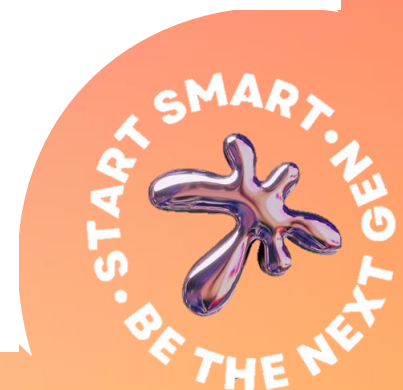
- **Prompt:** “Here are three CSV tables: sales, product catalog, and returns. Clean, merge them on Product ID, and output a unified table with total sales and return rate per product.”
- **Goal:** Learn AI-powered Extract, Transform, Load.

2. Automated Dashboard Generation

- **Prompt:** “Using this merged dataset, generate the code or instructions to build a dashboard showing monthly revenue, top 5 products, and return-rate trend.”
- **Goal:** Practice translating data into visuals via AI.

3. Natural-Language Q&A

- **Prompt:** “In plain English, answer: which customer segment had the highest churn last quarter and why?”
- **Goal:** Experience BI tools’ “Ask Data” features.



Hands-on prompting exercises 2/2

4. Anomaly Detection & Alerting

- **Prompt:** “Analyze this sales time series for anomalies. List any months where sales deviated from the 3-month moving average by more than 10 %.”
- **Goal:** Uncover AI’s outlier-flagging capabilities.

5. What-If Scenario Analysis

- **Prompt:** “If we offer a 10 % discount in Q2, how might that affect net revenue, assuming price elasticity of -1.5 ?”
- **Goal:** Explore scenario forecasting with AI.

6. Automated Insights Narrative

- **Prompt:** “Draft a 300-word executive summary of this dashboard’s key insights, including top drivers of growth, risks, and two recommended actions.”
- **Goal:** Generate share-ready narratives.



Further reading

- **Charting a Path to the Data- and AI-Driven Enterprise of 2030**
<https://www.mckinsey.com/capabilities/mckinsey-digital/our-insights/charting-a-path-to-the-data-and-ai-driven-enterprise-of-2030>
- **AI for Data Analytics: Transform Your Data Strategy**
<https://www.gartner.com/en/data-analytics/topics/ai-for-data-analytics>
- **How AI Is Transforming The Small Business Workplace**
<https://www.forbes.com/sites/allbusiness/2025/02/19/how-ai-is-transforming-the-small-business-workplace/>
- **How AI Helps Small Teams Compete Like Big Ones**
<https://www.entrepreneur.com/growing-a-business/how-ai-helps-small-teams-compete-like-big-ones/488948>



UPSKILLING ENTREPRENEURS WITH AI

Join our
AI enhanced
entrepreneur
programme
to learn the
business skills
of tomorrow!

START SMART.
BE THE NEXT GEN.



Interreg



Co-funded by
the European Union

Central Baltic Programme



☀️ Training is FREE for participants! ☀️



Interreg



Co-funded by
the European Union

Central Baltic Programme

UPBEAT

This activity was supported as part of UPBEAT, an Interreg Central Baltic Programme 2021- 2027 project co-funded by the European Union.

**Upskilling Immigrants for
Business Planning and Entrepreneurship
using AI Technologies**

