

# Mastering Generative AI in Data Analytics

CONNECTION TECHNOLOGY 裝備未來  
**FUTURE SKILLS**

Join us for an immersive workshop that combines Generative AI techniques, ChatGPT, Python, and Power BI to revolutionize your data analytics. Discover how to unleash the potential of these robust tools and optimize your analytics workflow while extracting valuable insights for effective decision-making.

Programme code	10015778-05
Date and time	18 July 2024 (Thu) 14:00 - 17:30 [Total: 3.5 hours]
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK\$1,500/ HK\$1,350* *Group discount for 2 or more

## Learning Outcomes

In this hands-on session, you will learn:

- ✓ The role that generative AI is playing in workforce analytics and how it is changing the way we work
- ✓ How generative AI can be used to streamline analytics tasks using Python and Power BI
- ✓ Real-world examples, use cases, and practical insights

## Course Outline

### 1. Introduction to Generative AI and Data Analytics

- Overview of AI applications in Data Analytics
- Key concepts of AI and Machine Learning Models
- Generative AI applications in Data Analytics

### 2. Hands-on Experience of Python and ChatGPT (Poe)

- Preparation of quality data
- Collect data on the Internet
- Prompts and Python commands
- Use of online Python tools
- Python data analytics in actions

### 3. Hands-on Experience of Power BI and AI models

- Power BI Question and Answer AI charts
- Key influencers and predictive analysis
- Data insights
- Report and dashboards using AI

### 4. Real-world examples and Data Insights

- Sales and Marketing
- Human Resources and Administration
- Finance and Accounting
- Engineering and IT
- NGOs, SMEs, and Listed companies, etc.

### 5. Impact of Generative AI on Data Analytics

- Data-driven storytelling trends and updates
- Data privacy and safety considerations
- Prepare the data-driven business changes in AI era

## Award of Certificate

A Certificate of Attendance will be awarded to participants who have completed the course.

## Target Audience

Anyone interested in Data Analytics, ChatGPT & Generative AI

## Trainer's Profile

**Patrick TSOI** has over 20 years hands-on data science, Big Data and programming experiences. He is a Doctor of Education graduated from the Hong Kong Baptist University, Master in IT Education graduated from the University of Hong Kong and B.Eng in System Engineering and Engineering Management from the Chinese University of Hong Kong.

## Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form to: **HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Ms Maggie CHEUNG)**.  
Please indicate the course name and course code on the **back of the cheque and envelope**. OR
3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.  
Office hours: Monday to Friday 09: 00 - 18: 00



<http://u.hkpc.org/aTu>