BUSINESS ANALYTICS with AI



3 Hours per Day | **Total Duration: 30 Hours (10 Days)**

DAY 1 — Introduction to Business Analytics & AI

- Business Analytics concepts and applications Types of Analytics: Descriptive, Diagnostic, Predictive, and Prescriptive
- Introduction to AI and its role in business
- **Practical:** Identifying business problems and KPIs

DAY 2 — Data Collection & Preparation

- Sources and types of business data
- Data cleaning and transformation
- Handling missing and duplicate data
- AI-assisted data preparation
- **Practical:** Preparing a business dataset

DAY 3 — Excel for Business Analytics

- Advanced Excel functions and formulas
- Data validation, sorting, and filtering
- PivotTables and PivotCharts
- **Practical:** Sales and business data analysis

DAY 4 — Data Visualization & Reporting

- Business charts and reports
- KPIs and dashboards
- Data storytelling
- AI-assisted insight generation
- **Practical:** Creating a business dashboard

DAY 5 — AI Tools for Business Analytics

- Introduction to Generative AI
- AI tools for data analysis
- Prompting techniques for business insights
- AI-assisted report generation
- **Practical:** Analyzing business data using AI

DAY 6 — Business Statistics

- Mean, Median, Mode, and Standard Deviation
- Correlation and trend analysis
- Introduction to regression
- AI-assisted statistical interpretation
- **Practical:** Business performance analysis

DAY 7 — Predictive Analytics & Machine Learning

- Introduction to predictive analytics
- Machine learning concepts
- Classification and regression basics
- Sales and demand forecasting
- **Practical:** Simple predictive analysis

DAY 8 — Business Intelligence & Dashboards

- Introduction to Business Intelligence
- Power BI concepts
- Data visualization and interactive dashboards
- AI features in BI tools
- **Practical:** Developing a business dashboard

DAY 9 — AI for Business Decision-Making

- AI-based decision support
- Customer, marketing, HR, and financial analytics
- Forecasting and business strategy
- Responsible AI and ethics

DAY 10 — Final Project

- Business problem identification
- Data analysis and visualization
- AI-assisted insights and recommendations
- Dashboard and report preparation
- **Practical:** Final project presentation