# Business Intelligence with ChatGPT & AI Tools Training Course

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | Business Intelligence | **Duration** | 10 Days |
| **Base Fee** | $3,000 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

The era of data-driven decision-making has transformed the business landscape, and Business Intelligence (BI) combined with cutting-edge AI tools, including ChatGPT, is at the forefront of this revolution. Organizations can now leverage AI-powered analytics to uncover actionable insights, optimize operations, and drive strategic growth. Business Intelligence with ChatGPT & AI Tools Training Course equips professionals with practical knowledge to harness the power of BI platforms, predictive analytics, and generative AI tools to enhance decision-making capabilities. Participants will gain hands-on experience using advanced AI solutions, improving reporting accuracy, automating workflows, and generating intelligent recommendations.

By integrating AI technologies like ChatGPT with traditional BI tools, businesses can streamline processes, improve data visualization, and enhance predictive modeling for competitive advantage. This training emphasizes real-world applications, case studies, and interactive exercises, empowering professionals to confidently implement AI-driven BI solutions. Whether you are an analyst, manager, or executive, this course ensures mastery of modern BI techniques while aligning strategies with organizational objectives.

## Programme Curriculum

**Business Intelligence with ChatGPT & AI Tools Training Course**

**Introduction**

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**Course Objectives**

1. Understand foundational concepts of Business Intelligence and AI integration.
2. Learn to implement ChatGPT for automated analytics and reporting.
3. Develop advanced data visualization techniques using BI tools.
4. Utilize predictive analytics for informed decision-making.
5. Integrate AI-driven insights into business strategy development.
6. Automate repetitive BI processes using AI tools.
7. Explore natural language processing applications for data interpretation.
8. Apply machine learning models to enhance forecasting accuracy.
9. Conduct AI-assisted data mining and trend analysis.
10. Leverage ChatGPT for enhanced customer insights and engagement.
11. Enhance data storytelling for executive-level reporting.
12. Build AI-powered dashboards for real-time analytics.
13. Ensure ethical and compliant use of AI in business operations.

**Organizational Benefits**

- Improved decision-making efficiency across departments
- Enhanced data accuracy and reduced manual reporting errors
- Streamlined workflows with AI automation
- Increased ROI through actionable insights
- Faster and more accurate predictive modeling
- Better customer engagement using AI-driven insights
- Enhanced competitive advantage in data-driven markets
- Reduced operational costs through process optimization
- Strengthened strategic planning using data analytics
- Improved employee skills and technical proficiency

**Target Audiences**

1. Business analysts and data analysts
2. BI developers and data engineers
3. Project managers in data-driven projects
4. Marketing and sales professionals
5. IT managers and consultants
6. Business executives and decision-makers
7. Data scientists seeking AI integration
8. Operations managers looking for process optimization

**Course Duration:** 10 days

**Course Modules**

**Module 1: Introduction to Business Intelligence and AI**

- Overview of BI and AI integration
- Key components of BI platforms
- Evolution of AI in business analytics
- Industry trends and use cases
- Tools and technologies overview
- Case Study: AI-powered BI implementation in a retail company

**Module 2: Data Collection and Preprocessing**

- Data sources and acquisition methods
- Data cleaning and transformation techniques
- Handling missing data and anomalies
- Data integration strategies
- ETL processes and automation
- Case Study: Preprocessing large datasets using AI tools

**Module 3: ChatGPT for Business Analytics**

- Overview of ChatGPT and its applications
- Automating data queries with natural language
- Generating insights using AI-generated reports
- Enhancing customer analytics with ChatGPT
- Integrating ChatGPT with BI dashboards
- Case Study: AI-assisted sales forecasting using ChatGPT

**Module 4: Data Visualization Techniques**

- Principles of effective visualization
- Creating interactive dashboards
- Visualization tools and platforms
- Storytelling with data
- Visualizing predictive analytics results
- Case Study: Interactive dashboard for marketing KPIs

**Module 5: Predictive Analytics and Machine Learning**

- Introduction to predictive modeling
- Machine learning algorithms for business
- Feature selection and model evaluation
- AI-assisted forecasting techniques
- Model deployment in BI environments
- Case Study: Predicting customer churn using ML

**Module 6: Automation of BI Processes**

- Identifying repetitive BI tasks
- Automating reporting and workflows
- Integration of AI scripts and macros

- Scheduling and monitoring automated processes
- Benefits of automation for organizational efficiency
- Case Study: Automating monthly financial reports

**Module 7: Natural Language Processing for Data**

- Basics of NLP in business context
- Text mining and sentiment analysis
- AI-driven insights from unstructured data
- ChatGPT for NLP applications
- Real-world NLP use cases
- Case Study: Analyzing customer feedback using NLP

**Module 8: Advanced Dashboard Design**

- Principles of UX in dashboards
- Real-time analytics and alerts
- Custom visualizations using AI tools
- KPI tracking and reporting efficiency
- Integration with external data sources
- Case Study: Executive dashboard for operations management

**Module 9: AI in Marketing and Sales Analytics**

- Customer segmentation with AI
- Predictive lead scoring
- Campaign performance analysis
- Personalization using AI insights
- Enhancing marketing ROI
- Case Study: AI-driven sales growth in an e-commerce company

**Module 10: AI for Operations Optimization**

- Process mining and bottleneck detection
- AI-powered resource allocation
- Workflow efficiency improvements
- Predictive maintenance with AI
- Cost reduction through AI automation
- Case Study: Optimizing supply chain with AI

**Module 11: Ethical AI and Compliance**

- AI ethics and governance
- Regulatory frameworks for AI use
- Ensuring data privacy and security
- Bias detection and mitigation in AI
- Corporate responsibility and compliance
- Case Study: Implementing AI ethics in a multinational company

**Module 12: Advanced Analytics Integration**

- Integrating AI with BI platforms

- Multi-source analytics and cross-functional reporting
- AI-assisted decision support systems
- Optimizing analytics pipeline with AI tools
- Enhancing collaboration with AI insights
- Case Study: Multi-department analytics integration

**Module 13: AI-Powered Reporting and Storytelling**

- Automated narrative generation
- Translating data insights into action
- Enhancing executive communication
- Customizing reports for stakeholders
- AI-enhanced KPI storytelling
- Case Study: Executive reporting using AI narratives

**Module 14: Industry-Specific BI Solutions**

- BI in finance, healthcare, retail, and manufacturing
- AI trends per industry
- Tailoring dashboards and analytics
- Benchmarking and KPIs
- Industry-specific predictive analytics
- Case Study: AI-powered BI in healthcare

**Module 15: Capstone Project and Certification**

- Project planning and execution
- Applying course concepts to real-world scenarios
- Developing AI-powered dashboards and reports
- Team collaboration and presentation
- Peer and instructor feedback
- Case Study: End-to-end BI solution with ChatGPT

**Training Methodology**

- Instructor-led interactive sessions
- Hands-on exercises with BI and AI tools
- Real-time data analysis simulations
- Case studies from multiple industries
- Group discussions and problem-solving activities
- Continuous assessment through practical projects

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.

**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 04 Dec 2026 | Online | $2,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $3,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $6,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $9,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |
| **23 Nov 2026** | 04 Dec 2026 | Physical | $12,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com