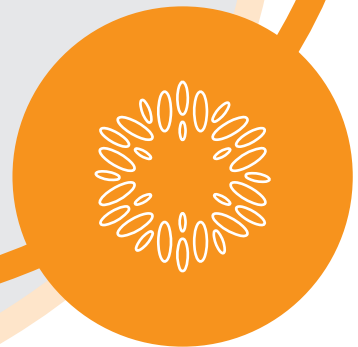




AI for Business Decisions & Analytics





Course Overview

Imagine asking your business data questions in plain language and instantly getting answers, explanations, and clear next steps powered by AI. Whether you're a business owner, manager, or entrepreneur, this course equips you with practical tools and a ready-to-use pipeline that transforms raw spreadsheets into decision-ready insights. Walk away with your own AI Business Assistant template to analyse, predict, and recommend actions for growth and smarter strategies. Data-driven decision making isn't a future trend but it's here today. And the businesses that learn to harness it will thrive, while others risk falling behind.

Get ready to dive into hands-on learning with AI for data analytics and reporting to unlock deeper visibility into your operations, customers, and markets. Build your own AI Business Assistant pipeline that converts spreadsheets into decision-ready reports. Develop a smart framework for using AI to guide business strategies and maximize outcomes that are all without coding or hiring a data team.

Learn how to apply conversational AI methodologies to drive business transformation and sharpen your decision-making skills. Join us and become data-savvy with AI, turning every dataset into a source of clarity and competitive advantage.

Course Content

» Module 1 Foundations of Conversational Analytics

- What is Conversational Analytics?
- How AI (Gemini, SheetGPT) helps business decision-making
- Basics of Prompting (Zero-shot, One-shot, Few-shot)

» Module 3 Predictive & Prescriptive Analytics

- Forecasting trends with AI (What will happen)
- Turning insights into recommendations (What should we do)
- Practical business scenarios: sales, customers, operations

» Bonus Exploring Beyond the Basics

- Quick look at additional tools: Julius AI, NotebookLM, Replay.ai
- How they can complement your AI Business Assistant

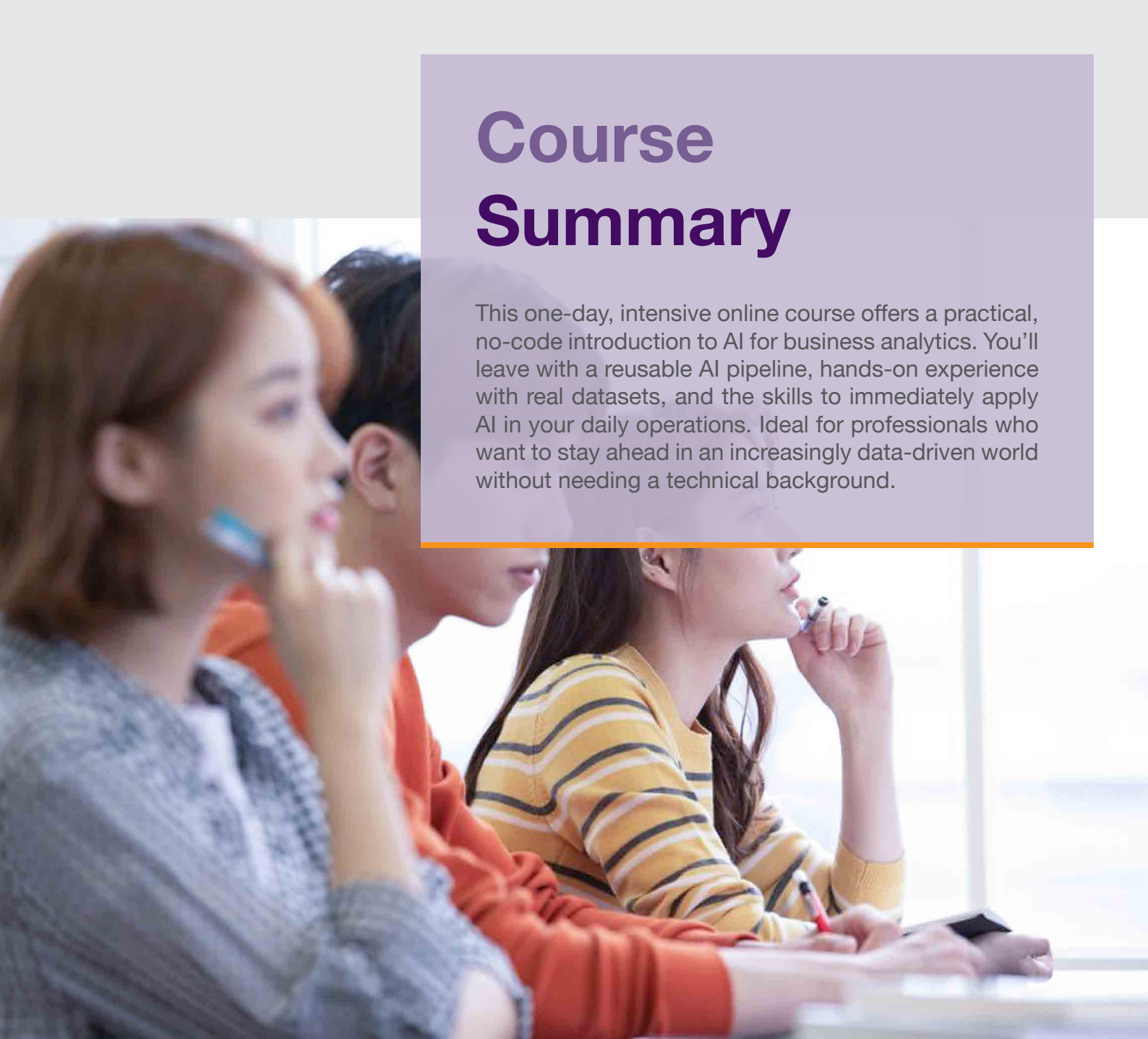
» Module 2 From Data to Insights

- Preparing business data in Google Sheets
- Asking plain-language questions to your data
- Descriptive & Diagnostic Analytics (What happened, Why it happened)

» Module 4 Building Your AI Business Assistant

- Step-by-step: raw data > analysis > summary > recommendation
- Create a reusable pipeline in Sheets with SheetGPT
- Exporting results into a ready-to-use report





Course Summary

This one-day, intensive online course offers a practical, no-code introduction to AI for business analytics. You'll leave with a reusable AI pipeline, hands-on experience with real datasets, and the skills to immediately apply AI in your daily operations. Ideal for professionals who want to stay ahead in an increasingly data-driven world without needing a technical background.

Course Objectives

- ▶ Ask business questions in plain language and receive AI-powered answers.
- ▶ Build and deploy a custom AI Business Assistant using their own data.
- ▶ Automate up to 10 hours of weekly reporting tasks through AI workflows.
- ▶ Improve decision-making accuracy by 25% using real-time insights.
- ▶ Enhance strategic planning with predictive analytics tailored to their business.
- ▶ Lead AI-informed discussions and drive data-led initiatives with confidence.

Course

Learning Outcomes



1.

Explain how AI transforms raw business data into actionable insights without requiring coding or technical expertise.

2.

Build and deploy a custom AI Business Assistant using their own spreadsheets to generate instant answers, predictions, and recommendations.

3.

Apply conversational AI techniques to interrogate data in plain language and streamline decision-making processes.

4.

Automate routine reporting and analysis tasks, saving up to 10 hours per week and reducing manual effort.

5.

Improve the accuracy of business decisions by up to 25% through AI-driven pattern recognition and trend analysis.

6.

Enhance strategic planning by 20% using predictive analytics tailored to their specific business context.

7.

Evaluate the ethical and operational implications of using AI for decision support in real-world business scenarios.

8.

Confidently lead AI-informed initiatives within their teams or organisations and contribute to data-driven culture adoption.

Testimonials

I would like to thank the trainers for sharing their knowledge on the application and operational skills of AI in marketing and business. This course has been engaging, filled with surprises, and has equipped me with new skills.

Kelvin Lok Kerk Tee

Genting Property Sdn Bhd

I attended this course via Zoom. Overall, the training experience was great. Trainer was kept the presentation more lifestyle with examples that were applicable to what we faced in daily lives. He was able to answer my questions asked and very helpful.

Lim Chai Chin

Big Grain Capital Sdn Bhd

My company has enrolled me in one of their courses, and I'm impressed with the quality of the training. The materials were comprehensive, the trainer was knowledgeable, and the content delivered was solid and well-structured, Which is actually helping me in improving business knowledge. I would highly recommend this academy to anyone who is looking to upskill their career.

Ch'ng Shee Kei

VMM Holdings Sdn Bhd

Thank you Mr Martin for the training session, he is well delivered his knowledge and making the training interesting, overall quite enjoy this lesson and know more about prompt for AI. Maybe can have more question on classpoint, excited to answer it.

Jong Siaw Tsui

Pansar Company Sdn Bhd

Certified Trainer



Desmond Lee

HRD Corp TTT Certified Trainer

Desmond Lee is a seasoned software developer, educator, and community leader with over 15 years of training experience and 10 years in software development. He champions AI and digital skills education across Malaysia and Singapore.

A Microsoft Certified Trainer and HRDC-certified instructor, Desmond has designed and delivered programmes on AI, coding, and digital tools for students and professionals alike. He currently leads D.E.W. Technology, providing consultancy and upskilling solutions for schools and businesses.

His teaching experience includes institutions such as Republic Polytechnic, SIM, and New Horizons, where he built tailored IT curricula and mentored learners. Earlier in his career, he developed full-stack enterprise systems and tech demos with Microsoft's Premier Partner Team.



Course Duration:

1 Day

Course Fee:

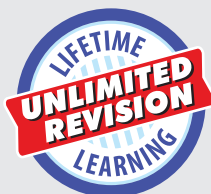
RM1,250 + 8% SST
*per pax

Time:

9:30am - 5:30pm

Delivery Method:

**Face-to-Face or
Online (Zoom)**





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