Prompt Engineering for Data Analytics and Business Intelligence

30 August – 3 September 2027
Madrid

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Course Overview:

Prompt Engineering in Data Analytics is a practical corporate training course designed to help professionals use generative AI to improve analytical productivity, insight generation, data preparation, visualization, and business reporting. This course introduces participants to Prompt Engineering for Data Analysts, showing how structured prompts can support data exploration, data cleaning, code generation, dashboard planning, and decision-ready reporting.

Participants will learn how to apply AI Prompt Engineering for Data Analytics, ChatGPT for Data Analytics, and Generative AI for Data Analytics in real business contexts. The course explains how to use prompts for data profiling, anomaly detection support, SQL and Python assistance, Excel and Power BI workflows, business intelligence summaries, and executive dashboards. It also covers how to write prompts that reduce ambiguity, improve accuracy, manage hallucination risks, and produce outputs in formats suitable for business use.

This Prompt Engineering Training Course is ideal for teams seeking a Data Analytics Prompt Engineering Course, AI-Powered Data Analytics Training, or Corporate AI Analytics Training that combines technical examples with business application. By the end of the course, participants will understand How to Use ChatGPT for Data Analytics responsibly and effectively across analytics workflows.

Target Audience:

- Data Analysts and Business Analysts
- BI Analysts and Reporting Specialists
- Data Scientists and Junior Data Scientists
- Excel Power Users and Power BI Users
- Performance Analysts and KPI Specialists
- Operations Analysts and Financial Analysts
- Marketing, Sales, and Customer Analytics Professionals
- Data Engineering and Data Management Teams
- IT, Digital Transformation, and Automation Professionals
- Managers who rely on data-driven reporting and dashboards
- Professionals seeking a Prompt Engineering Course for Data Analysts
- Teams requiring ChatGPT Training for Data Analysts

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Targeted Organizational Departments:

- **Data Analytics & Business Intelligence:** For teams applying Prompt Engineering for Business Intelligence, dashboard design, KPI interpretation, and insight generation.
- **Finance & Accounting:** For financial reporting, variance analysis, forecasting support, and Data Analytics with ChatGPT for management reports.
- **Operations & Performance Management:** For process analysis, root-cause exploration, productivity reporting, and AI-assisted operational dashboards.
- **Marketing & Sales:** For customer segmentation, campaign analysis, sales performance reporting, and market insight summaries.
- **Human Resources:** For workforce analytics, attrition reporting, employee survey analysis, and HR dashboard improvement.
- **IT & Digital Transformation:** For governance of AI Tools for Data Analysts, automation opportunities, and responsible AI adoption.
- **Strategy & Corporate Planning:** For executive summaries, strategic performance dashboards, and data storytelling.
- **Risk, Compliance & Audit:** For controlled use of AI in data review, exception analysis, and prompt-based documentation.
- **Learning & Development:** For building internal capability through Prompt Engineering Corporate Training and AI Training for Data Analytics Teams.

Targeted Industries:

- Banking, Insurance, and Financial Services
- Oil & Gas, Energy, and Utilities
- Government and Public Sector
- Telecommunications and Technology
- Healthcare and Pharmaceuticals
- Retail, E-commerce, and Consumer Goods
- Manufacturing and Industrial Operations
- Logistics, Supply Chain, and Transportation
- Construction, Real Estate, and Facilities Management
- Education, Research, and Professional Services

Course Offerings:

By the end of this course, participants will be able to:

- Understand the principles of Prompt Engineering in Data Analytics and apply them to practical analytics workflows.
- Design clear prompts using task, context, role, input data, constraints, and output format.
- Use ChatGPT for Data Analytics to support data exploration, summarization, transformation, and reporting.
- Apply Prompt Engineering for Data Cleaning to identify missing values, duplicates, outliers, inconsistent labels, and transformation logic.
- Use AI Prompt Engineering for Data Analytics to generate Python, SQL, Excel formulas, and Power Query guidance.
- Apply Prompt Engineering for Excel and Power BI to support formulas, DAX measures, dashboard planning, and reporting narratives.
- Use Prompt Engineering for Data Visualization to choose appropriate charts, define visual requirements, and improve dashboard communication.
- Apply Prompt Engineering for Data Reporting to create executive summaries, KPI commentary, and business performance narratives.
- Evaluate AI-generated outputs for accuracy, bias, hallucination, and business relevance.
- Build prompt templates for recurring reports, dashboards, and business analytics use cases.
- Understand how Generative AI Training for Data Professionals supports productivity without replacing data governance, validation, and domain expertise.
- Develop a practical prompt library for AI Productivity Training for Analysts and Practical Prompt Engineering for Data Teams.
- Apply responsible AI practices when using AI Tools for Data Analysts in corporate environments.

Training Methodology:

This course uses a practical, workshop-based methodology designed for corporate analytics teams. Participants will learn through interactive demonstrations, guided exercises, case studies, group discussions, prompt-writing labs, and feedback sessions. Each module connects prompt engineering concepts with real data analytics tasks, including data cleaning, data transformation, visualization, dashboard planning, report writing, and business intelligence interpretation.

The training begins with the fundamentals of large language models and prompt design, then moves into practical applications such as Data Analytics with ChatGPT, Prompt Engineering for Business Analytics, and Generative AI for Business Analytics Training. Participants will practice improving weak prompts, comparing zero-shot and few-shot outputs, creating role-based prompts, and structuring outputs for Excel, Power BI, SQL, Python, and executive reports.

Case studies will show how Prompt Engineering for Data Analysts can improve productivity while maintaining quality control. Group activities will focus on designing reusable prompt templates for recurring business reports and analytics tasks. Participants will also review AI-generated outputs for errors, hallucinations, privacy risks, and unsupported assumptions. Feedback sessions will help learners refine their prompts and build a reliable analytics prompt framework suitable for workplace use.

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Course Toolbox:

- Prompt design checklist for analytics tasks
- Data cleaning prompt templates
- Data visualization prompt templates
- Executive reporting prompt templates
- KPI analysis and dashboard planning templates
- Excel, Power BI, SQL, and Python prompt examples
- AI output validation checklist
- Hallucination and risk review checklist
- Prompt evaluation scorecard
- Business intelligence use-case library
- Group exercise datasets or sample business scenarios
- Personal prompt improvement log
- Practical prompt library for analysts

Note: AI tools, software licenses, and paid platforms are not provided as part of the course. The course provides insights, examples, prompt templates, and practical demonstrations of tools relevant to the course, such as ChatGPT, Gemini, Claude, Excel, Power BI, SQL, Python, and other AI-enabled analytics environments where applicable.

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Course Agenda:

Day 1: Foundations of Prompt Engineering for Data Analytics

- **Topic 1:** Introduction to Prompt Engineering in Data Analytics and why it matters for modern data-driven organizations.
- **Topic 2:** Understanding how large language models respond to prompts, including context, instructions, tokens, output structure, and model limitations.
- **Topic 3:** Core elements of effective prompts: role, task, context, data input, constraints, assumptions, and output format.
- **Topic 4:** Applying Prompt Engineering for Data Analysts to common analytics tasks such as summarization, classification, extraction, and interpretation.
- **Topic 5:** Comparing weak and strong prompts in ChatGPT for Data Analytics using practical business examples.
- **Topic 6:** Introduction to zero-shot, one-shot, and few-shot prompting for structured analytics outputs.
- **Reflection & Review:** Participants review sample prompts and identify how clarity, context, and output format affect analytical results.

Day 2: Prompt Engineering for Data Cleaning, Preparation & Code Support

- **Topic 1:** Using Prompt Engineering for Data Cleaning to identify missing data, duplicates, outliers, inconsistent categories, and formatting issues.
- **Topic 2:** Writing prompts for data profiling, data quality checks, and transformation logic.
- **Topic 3:** Applying AI Prompt Engineering for Data Analytics to generate SQL queries, Python scripts, and spreadsheet formulas.
- **Topic 4:** Using Prompt Engineering for Excel and Power BI to support Excel formulas, Power Query steps, DAX measures, and dashboard logic.
- **Topic 5:** Privacy-preserving prompting: how to request code or analysis guidance without exposing sensitive datasets.
- **Topic 6:** Validating AI-generated code and avoiding deprecated libraries, inaccurate assumptions, and unsupported transformations.
- **Reflection & Review:** Participants refine prompts for cleaning and preparing a sample dataset while documenting validation steps.

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Day 3: Prompt Engineering for Business Intelligence, Visualization & Dashboards

- **Topic 1:** Applying Prompt Engineering for Business Intelligence to transform raw findings into meaningful business insights.
- **Topic 2:** Using Prompt Engineering for Data Visualization to select charts, define visual requirements, and explain chart logic.
- **Topic 3:** Building dashboard prompts for Power BI, Excel dashboards, and executive KPI reporting.
- **Topic 4:** Using Generative AI for Data Analytics to support exploratory analysis, segmentation, pattern discovery, and trend interpretation.
- **Topic 5:** Designing prompts for business questions: revenue performance, customer behavior, operational efficiency, risk indicators, and workforce trends.
- **Topic 6:** Turning analytical outputs into visual storytelling for managers and decision-makers.
- **Reflection & Review:** Participants create a prompt set for dashboard design, KPI commentary, and visual insight explanation.

Day 4: Prompt Engineering for Reporting, Productivity & Decision Support

- **Topic 1:** Applying Prompt Engineering for Data Reporting to create executive summaries, analytical commentary, and management reports.
- **Topic 2:** Using AI Productivity Training for Analysts techniques to reduce repetitive reporting work while maintaining review control.
- **Topic 3:** Designing reusable prompts for weekly reports, monthly dashboards, variance analysis, and performance reviews.
- **Topic 4:** Applying Prompt Engineering for Business Analytics to convert business questions into structured analytical tasks.
- **Topic 5:** Using AI Tools for Data Analysts responsibly across reporting, documentation, coding assistance, and presentation preparation.
- **Topic 6:** Building report narratives with evidence, assumptions, limitations, and recommended next steps.
- **Reflection & Review:** Participants improve a business report prompt and compare AI-generated versions for accuracy, clarity, and usefulness.

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Day 5: Governance, Reliability & Practical Prompt Engineering for Data Teams

- **Topic 1:** Understanding hallucination, bias, data privacy, and reliability risks in AI and Data Analytics Training Course environments.
- **Topic 2:** Applying validation methods to check AI-generated insights, formulas, code, and business recommendations.
- **Topic 3:** Building a team prompt library for Practical Prompt Engineering for Data Teams.
- **Topic 4:** Designing governance rules for Prompt Engineering Corporate Training and responsible AI use in analytics departments.
- **Topic 5:** Creating a personal action plan for applying Data Analytics AI Skills Training in daily workflows.
- **Topic 6:** Capstone workshop: participants design an end-to-end analytics prompt workflow covering data cleaning, analysis, visualization, and reporting.
- **Reflection & Review:** Final review of key lessons from the Prompt Engineering Workshop for Analysts, including prompt quality, validation, governance, and productivity improvement.

FAQ:

What specific qualifications or prerequisites are needed for participants before enrolling in the course?

Participants do not need to be AI engineers or machine learning specialists. A basic understanding of data analysis, reporting, Excel, Power BI, SQL, or business intelligence concepts is helpful. The course is suitable for business professionals, analysts, managers, and technical teams who want to use Prompt Engineering Training Course concepts to improve data-related work.

How long is each day's session, and is there a total number of hours required for the entire course?

Each day's session is generally structured to last around 4-5 hours, with breaks and interactive activities included. The total course duration spans one week, approximately 20-25 hours of instruction.

Can participants rely on ChatGPT or other AI tools to complete data analysis without checking the results?

No. AI tools can accelerate data analysis, but participants must validate outputs before using them in business decisions. AI-generated formulas, code, charts, summaries, and recommendations may contain errors, unsupported assumptions, or hallucinated details. This course teaches participants how to review, test, and improve AI outputs using domain knowledge, data validation, and structured quality checks.

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How This Course is Different from Other Prompt Engineering Courses:

Prompt Engineering in Data Analytics is different because it focuses specifically on the real work of analysts, BI teams, reporting professionals, and data-driven managers. Many generic prompt engineering courses explain AI concepts, but this course connects prompt design directly to data cleaning, data visualization, Excel, Power BI, business intelligence, reporting, dashboards, KPI analysis, and decision support.

Participants not only learn what a prompt is, but also practice how to use prompts to solve analytics problems. The course includes applied examples of Data Analytics with ChatGPT, Prompt Engineering for Excel and Power BI, Prompt Engineering for Data Visualization, and Prompt Engineering for Data Reporting. It also emphasizes responsible use, including privacy-preserving prompts, hallucination control, output validation, and governance for corporate analytics teams.

This makes the course highly suitable for organizations seeking AI Training for Data Analytics Teams, Generative AI Training for Data Professionals, or Corporate AI Analytics Training with practical workplace value. The course balances productivity with control, helping participants use generative AI as an analytical assistant while maintaining professional judgment, data accuracy, and business accountability.