

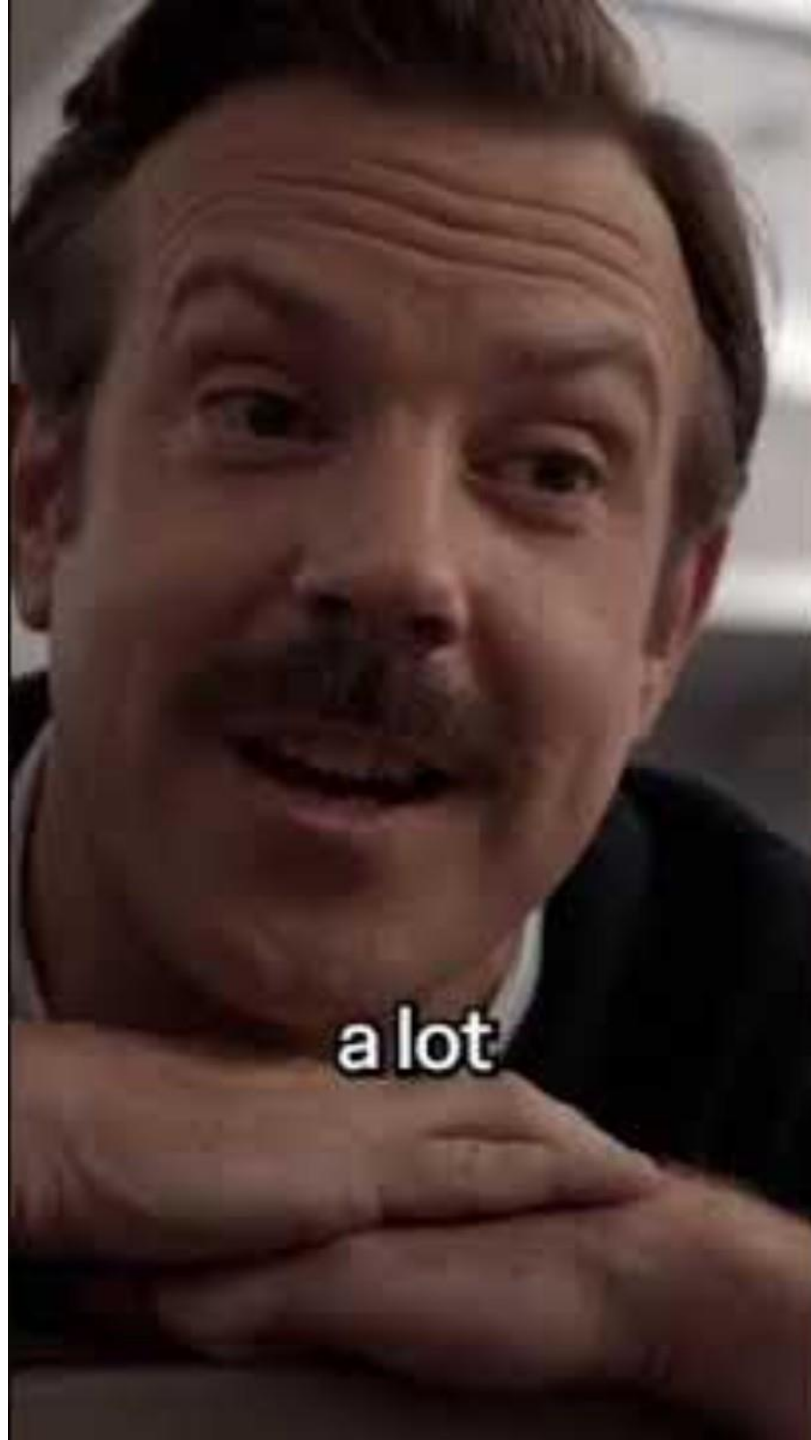
CIS 2271

AI Techniques for Business Analysts

“Taking on a challenge is a lot like riding a horse. If you’re comfortable while you’re doing it, you’re probably doing it wrong.”

— Ted Lasso

ANNA KOUROUNOTIS · CBMI · JULY 2026



a lot

A medium shot of Ted Lasso, played by Jason Segel, looking slightly to his left with a thoughtful expression. He is wearing a dark blue V-neck sweater with a white Nike swoosh on the left chest and the AFC Richmond crest on the right chest. The background is a blurred office setting with a whiteboard visible on the left.

“Taking on a challenge is a lot like riding a horse, isn’t it? If you’re comfortable while you’re doing it, you’re probably doing it wrong.”

— Ted Lasso

Source: [buzzfeed.com](https://www.buzzfeed.com)

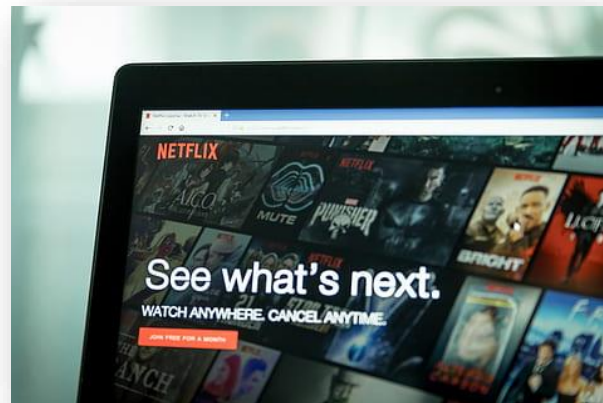
AI is already a part of our lives (has been for a while)

Neil deGrasse Tyson

Reminds us AI has been embedded in our lives for years — this isn't new.



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About Anna



<https://www.gettyimages.com/detail/stock-photo/138061000/>

What We're Covering

	• Introductions	5 min
01	Setting the Stage	5 min
02	AI Use Cases	15 min
03	Understanding AI, GAI, GPTs & LLMs	15 min
04	Tool Landscape & Capabilities	5 min
05	Prompt Engineering Fundamentals	20 min
06	Wrap-Up & Next Steps	10 min

TOTAL · 1 HR 15 MIN

Learning Objectives

- 01** An introduction to Generative Pre-trained Transformers (GPTs), including their strengths and limitations.

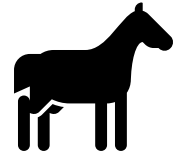
- 02** How to write effective prompts and refine outputs through iterative improvement.

- 03** Ways professionals can apply GAI tools and techniques to data-centric tasks.

- 04** Exploration of common GAI models and tools for text, code, image generation, and data augmentation.

- 05** Leverage AI as a co-intelligence assistant while maintaining human oversight and institutional judgment

Let's Ride the Horse



WHAT WE ARE NOT DOING TODAY

- Chase the latest GPT release
- Unpack every new feature that dropped last Tuesday
- Pretend I had time to rewrite my slides at midnight
- Discuss ethical and environmental considerations
- Look at the history of AI

WHAT WE ARE DOING TODAY

+ Cover the fundamentals

MODULE 01

Setting the Stage

Think deliberately. Use AI well. Own your edge.

01



5 MIN



How extensively and confidently are you using AI today?



MINDY KALING
ANGELA KINSEY
PAUL LIEBERSTEIN

“AI Idiot”: A Curious New Species

The term belongs to David Arner (2024). It describes the person who can push all the right buttons on an AI tool — but has left their critical thinking somewhere at a coffee shop.

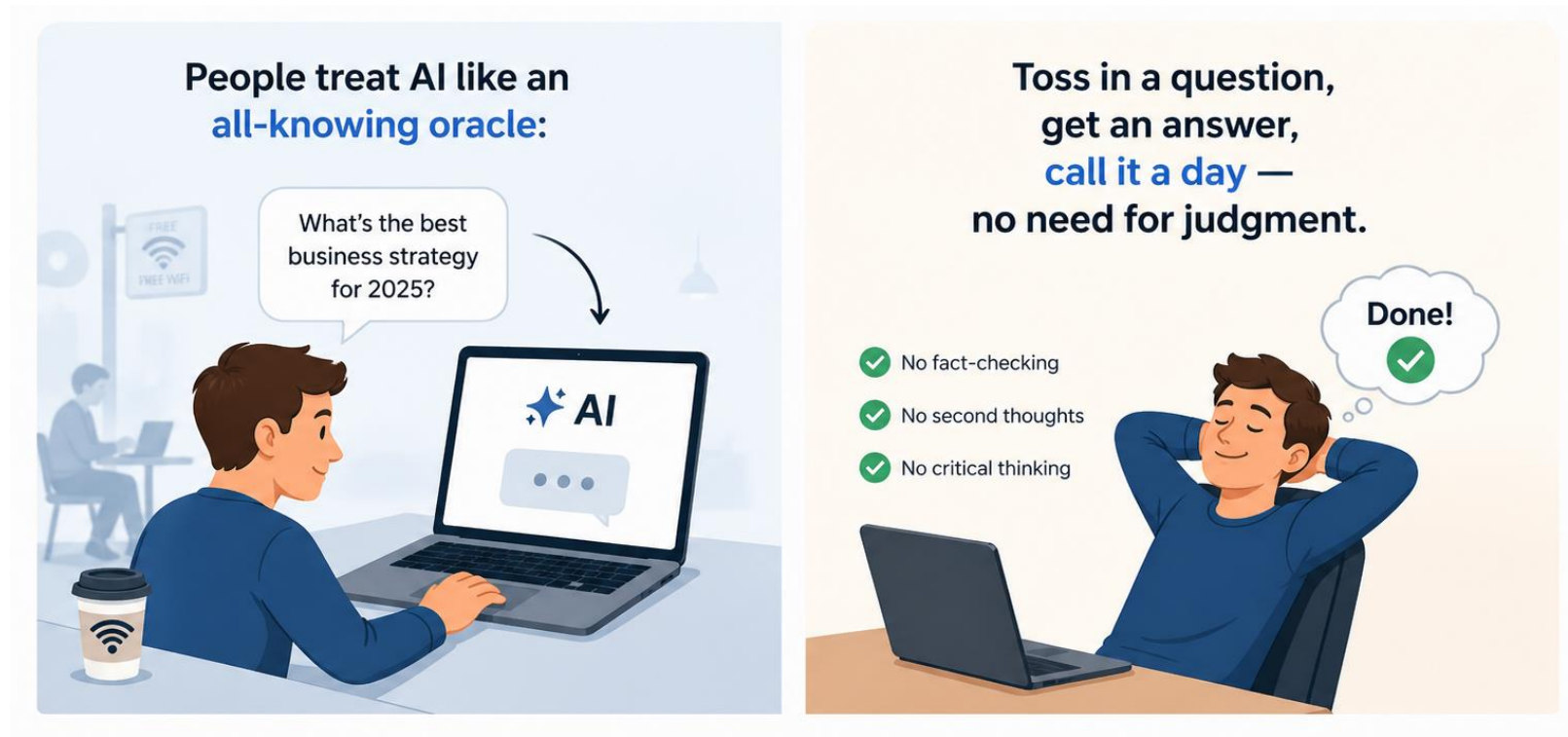


Image generated on ChatGPT, April 25, 2026

Cognitive surrender:

Outsource everything.
Stop thinking.

-  Write my email
-  Plan my day
-  Solve this problem
-  Analyze this data
-  Make a decision
-  What should I think?



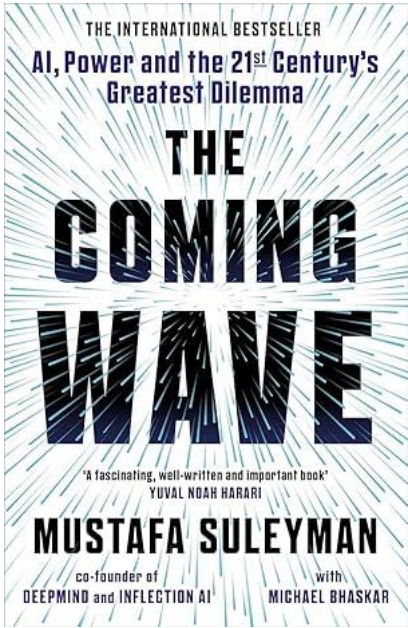
Why think...
AI has it
covered.

Shaw, Steven D and Nave, Gideon, Thinking—Fast, Slow, and Artificial: How AI is Reshaping Human Reasoning and the Rise of Cognitive Surrender (January 11, 2026).
https://doi.org/10.31234/osf.io/yk25n_v1, The Wharton School Research Paper , Available at SSRN: <https://ssrn.com/abstract=6097646> or <http://dx.doi.org/10.2139/ssrn.6097646>

Avoid “Cognitive Surrender”

- 01** **Question it.** Never accept AI output at face value. Cross-check against your domain expertise.
- 02** **Know the limits.** Understand what AI can't do: interpret latent context, spot rare anomalies, apply unstated business logic.
- 03** **Stay curious.** Ask “what does this data tell me?” — don't just accept the first answer.
- 04** **Human in the Loop.** Always validate. You are the pilot not the AI.
- 05** **Choose when to offload.** Be intentional about using it rather than blindly depending on it for everything.

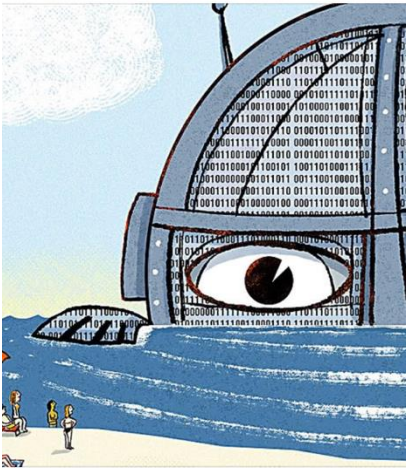
The Urgency Paradox



Journal Opinion



the AI Tsunami by Peggy Noonan



Yourselves for the AI Tsunami
Executives are warning of widespread consequences



Addressing The Urgency Paradox

WHY WE FEEL OVERWHELMED

- AI evolves faster than any tech before it
- New tools launch weekly — FOMO is real
- Colleagues seem to “get it” while you don’t
- Fear of doing it wrong or looking foolish

REFRAME: FROM “WHY?” TO “HOW?”

You don’t need to master every tool launched this week. You need to build one habit: pause, prompt, check. Start with one use case that actually matters to your work — and keep your critical thinking switched on.

MODULE 02

AI Use Cases

Brief overview of where AI can enhance tasks.

15 MIN

02

Data Analysis



FERPA



7:44 PM

Requirements Document



Email Organization



Asking AI how a function works

Hi, what can I help you with?

Message Copilot

+

🎤

🔊

- Rewrite
- Ask
- Create
- Code
- ...

Low Stakes VLOOKUP & Conditional Formatting

The screenshot shows a Microsoft Excel spreadsheet with the following content:

- Worksheet Name:** lookup
- Column Headers:** A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W
- Row Headers:** 1 through 34
- Cell A4:** COURSE CODES TO LOOK FOR
- Cell Range A6:A34:** A list of course codes: WRITING 89S, WRITING 101, WRITING 165S, WRITING 190S, WRITING 199FS, WRITING 201S, WRITING 202S, WRITING 203S, WRITING 205S, WRITING 255S, WRITING 255S, WRITING 267S, WRITING 270, WRITING 271, WRITING 275S, WRITING 281S, WRITING 285S, WRITING 291, WRITING 293, WRITING 305S, WRITING 315S, WRITING 316S, WRITING 384, WRITING 390S, WRITING 808, WRITING 125S, WRITING 135S, WRITING 160, WRITING 187.
- Callout Box:** A blue speech bubble pointing to the list of course codes, containing the text: "You were given a list of 50+ course codes".

Build a Dashboard in Excel with Copilot

TARGET AUDIENCE

Business analysts new to dashboarding and Copilot-assisted workflows

TOOL FEATURED

Copilot for Microsoft 365

USE CASE

A five-minute workflow for BAs who don't know where to start with faculty user-experience data

DELIVERABLE

An interactive dashboard and an editable PowerPoint — both built from synthetic data

The video demo was recorded April 23, 2026. Any attempt to recreate it will likely not replicate exact results — that's AI.

to be best in any
point of view

Scenario

expected things
might happen in
detailed plans o

Not All AIs Are Created Equal

CLAUDE

Anthropic

WRITING & ANALYSIS**CHATGPT**

OpenAI

ALL-ROUNDER**JULIUS.AI**

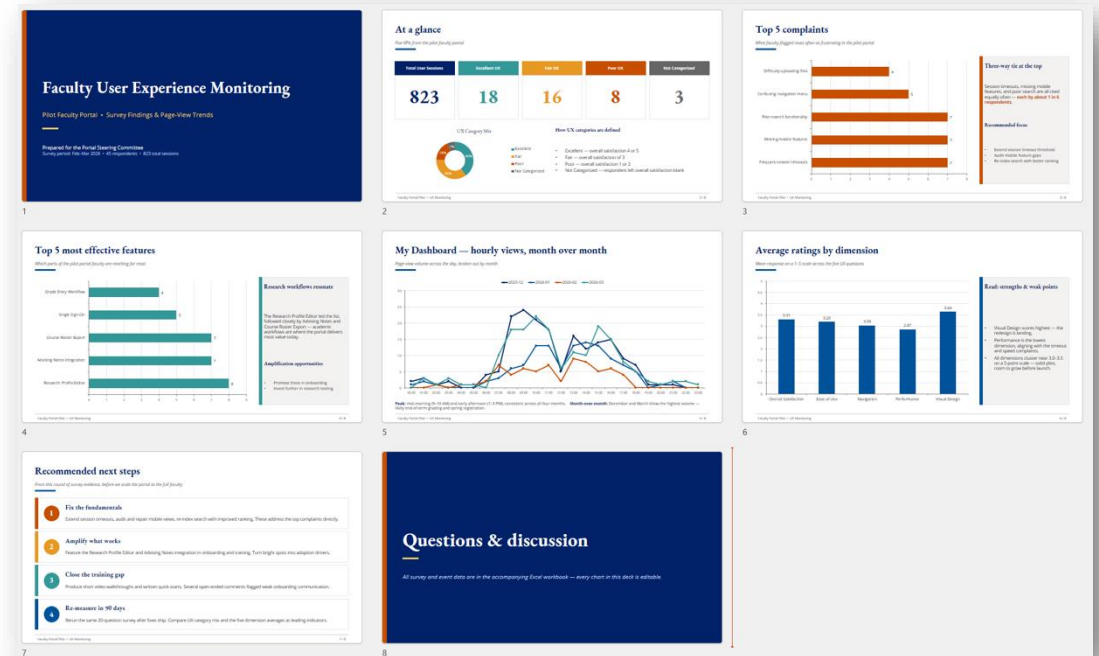
Caesar Labs

DATA & VISUALIZATION**MICROSOFT 365
COPILOT**

Microsoft

EMBEDDED WORKFLOW

Anna's Output Using Claude Opus 4.7



Screenshots of the final Excel workbook and PowerPoint files rendered on 4/21/2026 at 12:15 pm (EST)

Three Things to Take Away

01 **Switch to Think Deeper mode before complex tasks.**

Most AI tools offer a reasoning mode — it costs more tokens but produces dramatically better analysis.

02 **Ask for synthetic data when you don't have your own.**

Or when you shouldn't use your own. "Generate a dataset that looks like ours" is a legitimate prompt.

03 **"Copilot can build the chart. Only you can make it matter."**

With thanks to Cole Nussbaumer Knaflic. The chart is the easy part. The meaning lives in your interpretation.

MODULE 03

Understanding AI, GAIs, GPTs & LLMs

Core concepts and technical foundations.



15 MIN

03

The Vocabulary Behind the Buzz

GAI

Generative AI

Systems that create new content from patterns learned during training.

GPT

Generative Pre-trained Transformer

The architecture under most modern chat tools.

LLM

Large Language Model

The engine: predicts the next token — billions of times — to produce coherent output.

PROMPT

Your Instruction

The single most important lever. Garbage in, garbage out.

TOKEN

The AI's "Currency"

Roughly a word part. Common words = 1 token; rare words split.

HALLUCINATION

A Confident Error

AI fabricates facts, citations, or details when it lacks real knowledge.

Strengths

STRENGTHS

- + Pattern recognition at scale
- + Rapid synthesis of large documents
- + Content generation & drafting
- + Code assistance & debugging
- + 24/7 availability — your tireless intern

Your expertise bridges the gap. AI is the co-pilot — you are the pilot.

Limitations (1/2)

LIMITATIONS

- Cannot verify its own output
- No real-time context awareness
- Training data bias
- Hallucinates with confidence
- Lacks common sense reasoning

Your expertise bridges the gap. AI is the co-pilot — you are the pilot.

Limitations (2/2)

LIMITATIONS

- Cannot verify its own output
- No real-time context awareness
- Training data bias
- **Hallucinates with confidence**
- Lacks common sense reasoning

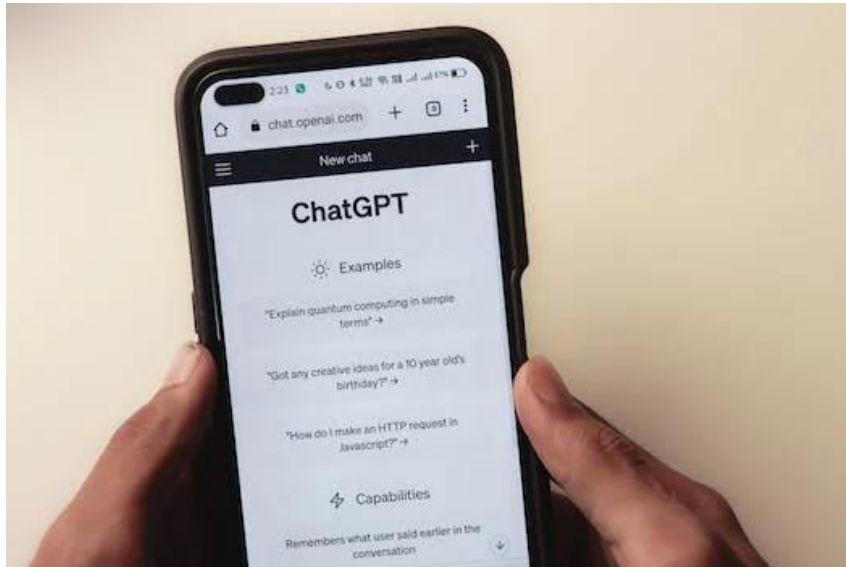
Your expertise bridges the gap. AI is the co-pilot — you are the pilot.





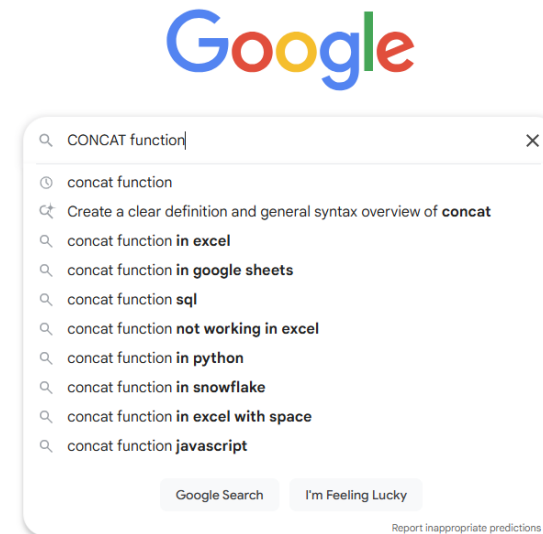
Validating AI-Generated Output

CREATIVE PLANNING



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VERIFICATION & DECISION-MAKING



03

Goodbye Blue Links. Hello AI.

HOW TO VALIDATE AI OUTPUT

01

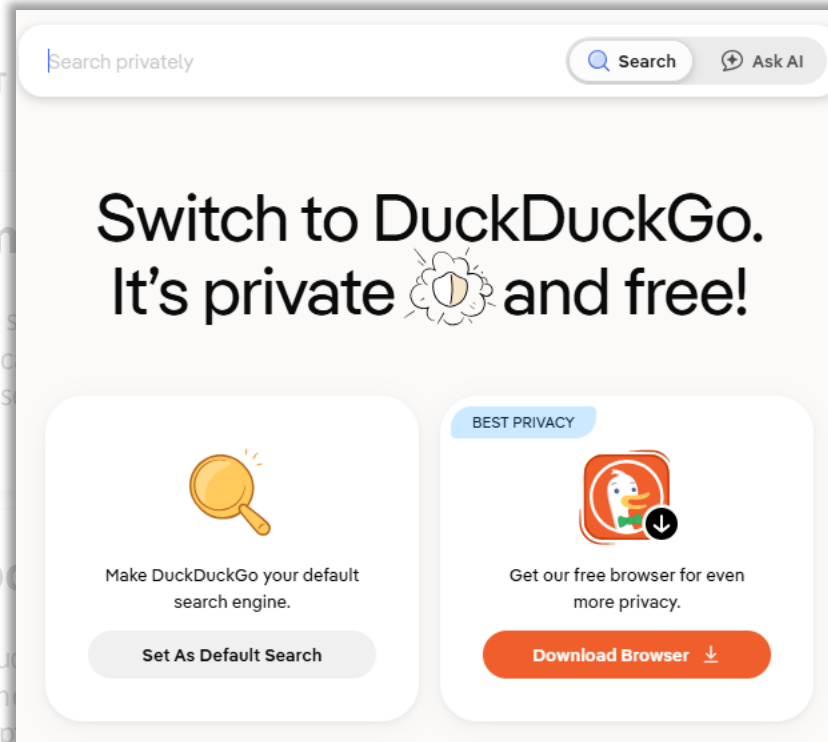
Cross-Check with Human

Post to the HEUG forums or email a subject matter expert treating AI output as truth. Use critical thinking and be skeptical of emotionally charged or sensationalist claims.

03

Triangulate Across Tools

Run the same question through Claude, ChatGPT, and a specific tool like Julius AI. Disagreements or contradictions cited, you can use a follow up prompt to ask for clarification.



DEAD

the Original Source

Go back to the paper, dataset, or document the AI is based on — never quote the synthesis itself. Use Websites like Politifact, or FactCheck.org to confirm facts/ verify claims.

Your Domain

If something contradicts what you know about your institution, that's a red flag. Investigate before publishing. Consult a professional or review relevant literature.

Sources: Verifying AI Results (The Ohio State University), Use of AI Tools (Duke University), Acceptable Uses of Generative AI Services (Indiana University)

Your Turn: Spot the Hallucination

Both summaries below were generated by AI. One is accurate. One contains hallucinations. Find the fake!

SUMMARY A

Under FERPA, universities must provide students access to their education records with the right to request amendments. Institutions may not disclose personally identifiable information from education records without written consent, except under specific exceptions such as directory information, legitimate educational interest, or health and safety emergencies.

SUMMARY B

Under FERPA Section 12(b), universities are required to maintain education records for a minimum of seven years and must submit annual compliance audits to the Federal Student Privacy Commission. Institutions that fail to meet these retention requirements face penalties of up to \$50,000 per violation under the Student Data Accountability Act of 2019.

INTERACTIVE ACTIVITY

Your Turn: Spot the Hallucination

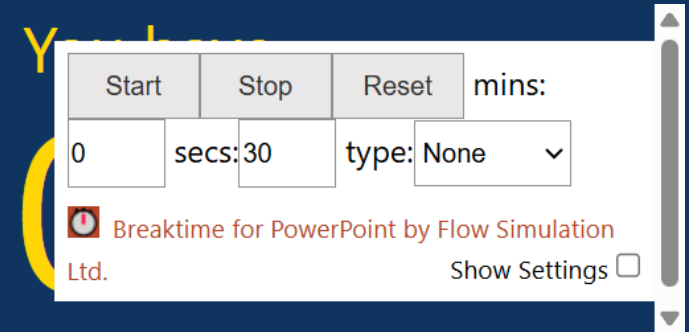
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What You Upload, You Can't Take Back

By using most AI tools, you may have agreed that content you upload can be used to train their models. Treat every prompt as potentially permanent.

NEVER UPLOAD

- Student names, IDs, or grades
- Personally identifiable information (PII)
- Employee or HR records
- Medical or HIPAA-protected records

AVOID UPLOADING

- Vendor or anonymized contracts
- Proprietary or confidential files
- Draft research or unpublished work
- Internal strategy documents

SAFE TO USE

- Fictional or anonymized examples
- Publicly available data
- General concepts and questions
- Your own writing for editing

The golden rule: if it's sensitive in a filing cabinet, it's sensitive in a prompt. Anonymize first, always.

Be In Control of Your Privacy Settings

Settings

- General
- Account
- Privacy**
- Billing
- Usage
- Capabilities
- Connectors
- Claude Code
- Claude in Chrome Beta

Anthropic believes in transparent data practices. Learn how your information is protected when using Anthropic products, and visit our [Privacy Center](#) and [Privacy Policy](#) for more details.

[How we protect your data](#) >

[How we use your data](#) >

Preferences

Location metadata
Allow Claude to use coarse location metadata (city/region) to improve product experiences. [Learn more.](#) ☐

Help improve Claude
Allow the use of your chats and coding sessions to train and improve Anthropic AI models. [Learn more.](#) ☐

Check Your Institution’s Policies on AI

Duke | Office of
INFORMATION TECHNOLOGY

Search

IT SERVICE STATUS
0 active incidents
5 scheduled
maintenance

Services & Tools

Resources For:

I Want To:

About

Get Help

Guidelines for Using AI Assistants

SERVICES & TOOLS

Overview of Services & Tools

Accounts & Access

Artificial Intelligence

The Duke AI Suite

AI in Practice: Work Underway Across Duke

AI Trainings & Resources

Choose Your Level of AI Support

Duke AI Suite: Security and Privacy

Guidelines for Using AI Assistants

Services & Tools

Artificial Intelligence

Guidelines for Using AI Assistants

Overview

The integration of AI assistants in meetings and classes offers numerous benefits, such as automating tasks like note taking, scheduling, and follow-ups. AI can transcribe discussions, highlight key points, and distribute action items, enhancing productivity and accessibility. Additionally, AI tools can analyze content to provide insights and suggest improvements, making meetings more efficient. For higher education and health care professionals, these technologies can reduce administrative burdens, allowing more focus on scholarship, discovery and innovation.

However, the use of AI in capturing meetings and classes comes with significant risks, particularly concerning privacy and security. Sensitive information, such as PHI and other research data, discussed in meetings could be exposed, and this data might be used to train AI systems, potentially leading to unintended data exposure. Over-reliance on AI could also weaken critical thinking and human oversight, leading to the acceptance of inaccuracies. Mistakes in transcription or analysis could cause misunderstandings, poor decision-making, or amplify biases, potentially leading to legal issues.

The New York Times

Read more from this story

How The New York Times Uses A.I. for Journalism

We don't use A.I. to write articles, and journalists are ultimately responsible for everything that we publish.

Share full article

By The New York Times Trust Team

Published Oct. 7, 2024 Updated July 23, 2025

Leer en español

See more of our coverage in your search results.

Add The New York Times on Google

As artificial intelligence gets more sophisticated, we're increasingly finding uses for the technology in our journalism. However it is always used with human guidance and review. You can read [our principles for the use of A.I.](#)

These are the main ways the Times newsroom uses A.I. today:

To analyze data

We use machine-learning models to sift through vast amounts of data for investigative reporting. For [this investigation](#), our journalists programmed an A.I. tool to scan satellite imagery for bomb craters, which they then reviewed by hand. This story examining [how President Trump's speeches have changed](#) made use of machine learning tools. Our [investigation](#) into private meetings of Republican activists analyzed over 400 hours of video footage using machine learning and artificial intelligence.

Three Things to Take Away

01 **Be curious and question everything.**

Validate your output. Primary sources and subject matter experts will always be your friends.

02 **Check and customize your settings.**

By using most AI tools, you may have agreed that content you upload can be used to train their models. Treat every prompt as potentially permanent.

03 **Practice caution before anything else.**

What you upload, you can't take back. Always check your institution's AI policies.

MODULE 04

Tool Landscape & Capabilities

Exploring the modern AI toolkit.



5 MIN

04

Not All AI Models Are Created Equal (1/2)

Four tools worth knowing — each with a different sweet spot.

CLAUDE



Anthropic

WRITING & ANALYSIS

Best for nuanced writing, complex analysis, and tasks where tone matters.

CHATGPT



OpenAI

ALL-ROUNDER

Broad general use — you likely already have an account. A dependable first stop.

JULIUS.AI



Caesar Labs

DATA & VISUALIZATION

Purpose-built for data work. Specialized where Claude or ChatGPT struggle.

MICROSOFT 365 COPILOT

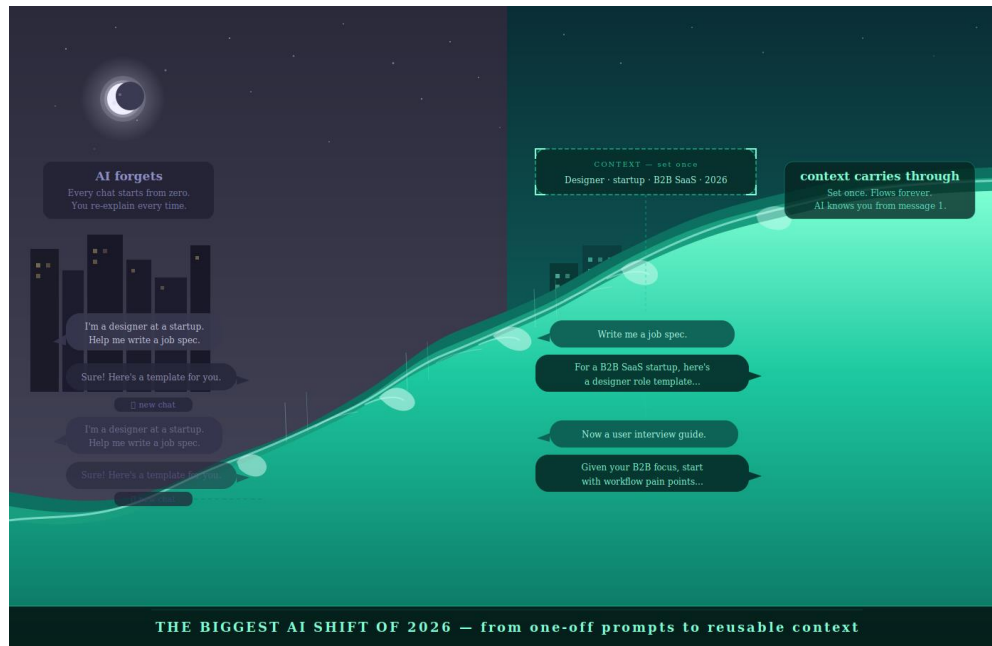


Microsoft

EMBEDDED WORKFLOW

Lives inside Word, Excel, PowerPoint. Works where your org already works.

Not All AI Models Are Created Equal (2/2)



Claude.ai Image Apr 16, 2026, 03_11_52 PM



ChatGPT Image Apr 16, 2026, 03_11_52 PM

[Just] One Thing to Take Away

01 Every model is different.

Even though you might be using Claude or Gemini exclusively for our AI work and play, know that the model you choose will provide you with drastically different results. Choose according to your need and desired output.

AI Tool Inventory

All five tools hallucinate — stay the human in the loop. Pricing verified May 2026; check vendor sites before purchasing.

Claude by Anthropic “Spreadsheet whisperer.” BEST AT ■ Excel formula debugging & cleanup ■ Reading messy inherited workbooks ■ Long-form analytical writing ■ Coding & technical documentation FREE \$0 Web, mobile & desktop access. Daily message cap. PRO \$20/mo · \$17 annual Claude in Excel add-in, Code Execution, Projects, Google Workspace, file creation.	ChatGPT by OpenAI “The Swiss Army knife.” BEST AT ■ Brainstorming & content drafting ■ Image & video generation (Sora) ■ General research with Deep Research ■ Quick conversational tasks FREE \$0 (ads) GPT-5.5 with ads, ~10 messages per 5 hrs. Restricted features. PLUS \$20/mo Full feature suite: Sora, Codex, Agent Mode, Deep Research (10 runs/mo).	Gemini by Google “The Workspace native.” BEST AT ■ Native in Docs, Sheets, Gmail ■ 1M-token context for long docs ■ Deep Research reports ■ Audio overviews & NotebookLM FREE \$0 Gemini 3 Flash. 5 Deep Research/mo, 15GB storage. AI PRO \$19.99/mo Gemini 3.1 Pro, 1M context, 2TB storage, full Workspace integration.	Julius AI independent “Your on-demand analyst.” BEST AT ■ Natural-language data analysis ■ Charts & viz from CSVs and Excel ■ Statistical analysis for non-coders ■ Higher-ed perk: 50% student/educator discount FREE \$0 15 messages/month. Enough to test, not enough to work. PRO \$45/mo · \$37 annual Large file support (up to 32GB), database connectors, advanced analysis, multi-model routing.	Copilot by Microsoft “The Office incumbent.” BEST AT ■ Compiling business requirements ■ Meeting summaries (Teams, Outlook) ■ Drafting in Word & email ■ PowerPoint generation from prompts FREE \$0 Copilot Chat — basic AI with a Microsoft account. M365 PREMIUM \$19.99/mo (individuals) Copilot in Word, Excel, PowerPoint, Outlook & Teams. 1TB OneDrive.
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MODULE 05

Prompt Engineering Fundamentals

The art and science of communicating with AI.

20 MIN

05

05

Vague In, Vague Out (1/2)

VAGUE QUESTION

Leaves the AI guessing. Could mean many things to many people.

“How do I concatenate?”

- No context about what you want to concatenate
- No references to files or values
- Answer is likely vague or unhelpful

SPECIFIC QUESTION

Gives the AI what it needs. Precise inputs yield precise outputs.

“What’s the Excel function to concatenate columns A and B in sheet1 and display that value in column D?”

- + Specific functionality explained
- + Desired input and output identified
- + Answer is direct, accurate, actionable

Vague In, Vague Out (2/2)

TOKEN

Roughly a word part. Common words are usually one token; rare words get split. Even formatting choices (how you write a date) affect how many tokens you use.

DATE FORMAT COMPARISON

01/01/2024

01 / 01 / 2024 5 tokens

January 1, 2024

January 1, 2024 3 tokens more efficient

05

Make the Most of Limited Space! (1/2)

TABLES OVER LABELS

Tables pack more data into fewer tokens than named fields

JSON — MORE TOKENS

```
{"name": "Ana",  
"role": "Admin"}
```

TABLE — FEWER TOKENS

name	role
Ana	Admin

- JSON repeats the fieldname for every value
- Tables share column headers once
- GPTs read tabular data really well

DON'T WASTE SPACE

Extra spaces each count as their own token

WASTEFUL

```
name:  Ana  
role:  Admin
```

EFFICIENT

```
name: Ana  
role: Admin
```

- + Consecutive spaces = separate tokens
- + A space before a word shares its token
- + Skip punctuation when a space will do
- + Omit “please” and “thank you”

Make the Most of Limited Space! (2/2)

CONTEXT TOKEN

The memory span of a language model – how much of your conversation it can hold onto at any given moment

SMALL CONTEXT

Limited memory span. The model can only reference recent parts of your conversation.

- Early instructions may be forgotten
- Struggles with long documents or threads
- Responses lose coherence over time
- Best for short, focused tasks

LARGE CONTEXT

Extended memory span. The model retains more of the conversation for richer, more accurate replies.

- + Holds onto earlier instructions and context
- + Handles long documents and multi-turn chats
- + Stays consistent throughout the conversation
- + Better for ongoing, complex tasks

From Basic to Advanced

01	Zero-Shot	Give the AI a task with no examples. Relies on its training. <i>“Explain what the CONCAT function in Excel does?”</i>
02	One-Shot	Provide one example to guide the expected format. <i>“I want to concatenate columns A, B, and C using CONCAT.”</i>
03	Few-Shot	Provide 2–5 examples showing the pattern you want. <i>“Using CONCAT function, concatenate columns A, B, and C so the value in column D looks like...”</i>
04	Chain-of-Thought	Ask the AI to think step-by-step through complex reasoning. <i>“Walk me through how you would concatenate columns A, B, and C with the following conditions...I want the value in column D to look like “YYYY-Customer_Name-RequestID”. The Customer_Name is in sheet1, their detailed request items in sheet2.</i>

Writing a Better Prompt

✗ Too Vague

"Help me create a user requirements document."

✓ Getting There

"I'm a BA at a university. Analyze this user-generated request for a new feature in our student information system. Summarize what they need and highlight any issues with their request. Draft a requirements document for this specific user."

★ Better!

*"You are a senior BA at a large university specializing in student information systems. A user has submitted the feature request below. Think step-by-step: first, summarize what the user is asking for. Second, identify gaps, ambiguities, or risks. Third, draft a formal requirements document including: purpose statement, functional and non-functional requirements, acceptance criteria, and assumptions. The audience is the IT steering committee — use clear, professional language. **Here is an example of a strong requirements document:** [insert example] **Here is the user's feature request:** [insert request]"*



**Improve the Prompt: pick the one
you'd actually send**

INTERACTIVE ACTIVITY

Why Option 3 Wins

Strong prompts stack four elements. Each option added one more.

Option 2	Objective only “Analyze my enrollment data.”	1 / 4
Option 4	+ Context but too wordy “...5 years of undergrad data, what's trending.”	2 / 4
Option 1	+ Expectations “...as an analyst, give me 5 bullets.”	3 / 4
Option 3	+ Sources & tone — the winner “...using Tableau best practices, plain language, dry humor.”	4 / 4 ✓

The takeaway: Objective tells AI *what*. Context tells it *why*. Sources tell it *how*. Expectations tell it *what good looks like*.

A Quick Checklist to Have on Hand

PROMPT CHECKLIST

- ☐ State the task purpose
- ☐ Define the audience (who are they & what do they need?)
- ☐ Set format & length
- ☐ Add 3–5 examples
- ☐ Assign a specific role
- ☐ Ask for step-by-step reasoning
- ☐ Remove wordiness or anything redundant to optimize your tokens

The 2026 Shift: From Prompts to Files

The workflow has shifted. Stop retyping context into every chat — start building reusable context files.

01

CONTEXT

A reusable file that tells the AI who you are, what you do, and how you like to work.

02

+ CHAT

The specific task at hand. Keep it short — your context file carries the weight.

03

= OUTPUT

Responses that actually fit your world. Less re-prompting. More first-draft usable.

05

5 Minutes to Draft. 2 Hours to Make It Yours.

01 First output <> final product.

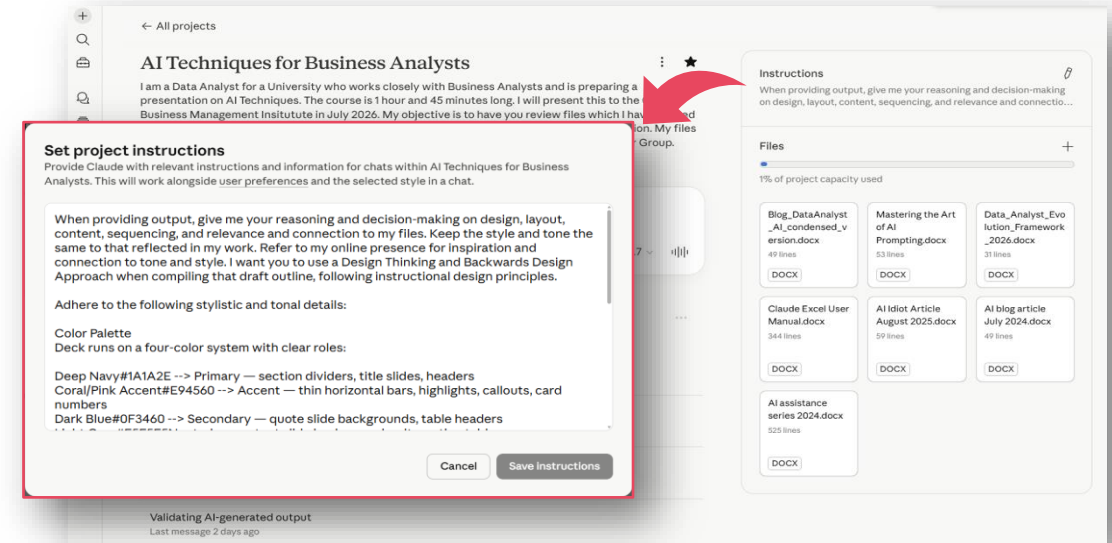
Treat what AI gives you as a rough draft, not a ready-to-send answer.

02 The prompt isn't the product — iteration is.

Reprompt. Read it critically. Adjust. Try again.

03 Apply what you know.

Read it critically. Adjust. Try again.



Anna's real AI project workspace on Claude.ai.

Three Things to Take Away

01 Use your tokens wisely.

Word choice and formatting both affect how many tokens you use.

02 Effective prompting takes practice but that is NOT the final product.

What you want, why want it, what sources to draw from, and what good looks like all impact how good your output is. **Refine. Refine. Refine.**

03 Context + chat = Output

Moving from one-off prompting to reusable context.

MODULE 06

Wrap-Up & Next Steps

Closing and continued learning path.



10 MIN

06

Will AI Replace Me?

THE ANALYTICS TRIFECTA

Strategic Thinking

AI can't do this

Technical Proficiency

AI can accelerate this

Communication Skills

AI can't do this

THE REAL ANSWER

AI won't replace analysts. But analysts who understand AI will replace those who don't.

Focus on what makes you human: data storytelling, strategic vision, stakeholder relationships, and critical thinking.

“Whether we know it or not, we are all already digital citizens. We are now emerging as AI citizens.” — Ben Jones

Times to Use AI vs Not To

Notes from Ethan Mollick



01

Use AI to...

1. Work where you want a second opinion. Give an AI access to the data and see if it reaches the same conclusion.
2. Work where you are an expert and can assess quickly whether AI is good or bad.
3. Work that involves summarizing large amounts of information.
4. Work where you need a first pass view at what a hostile, friendly, or naive recipient might think.
5. Work that research shows that AI is almost certainly helpful in - [many kinds of coding](#), for example.

Keep for yourself...

1. When you need to learn and synthesize new ideas or information. Asking for a summary is not the same as reading for yourself.
2. When very high accuracy is required. Remember hallucinations are very plausible.
3. When you do not understand the failure modes of AI. AIs often try to persuade you that they are right or agree with your incorrect answer.
4. When the effort is the point. People, like writers, need to struggle with a topic to succeed.
5. When AI is bad. Like locating the days of the week that have a "d".

Source: <https://www.oneusefulthing.org/p/15-times-to-use-ai-and-5-not-to?shem=rimsrwouoe%2C>

Five Things Worth Remembering

01 AI is a tool, not a replacement — your expertise is the differentiator.

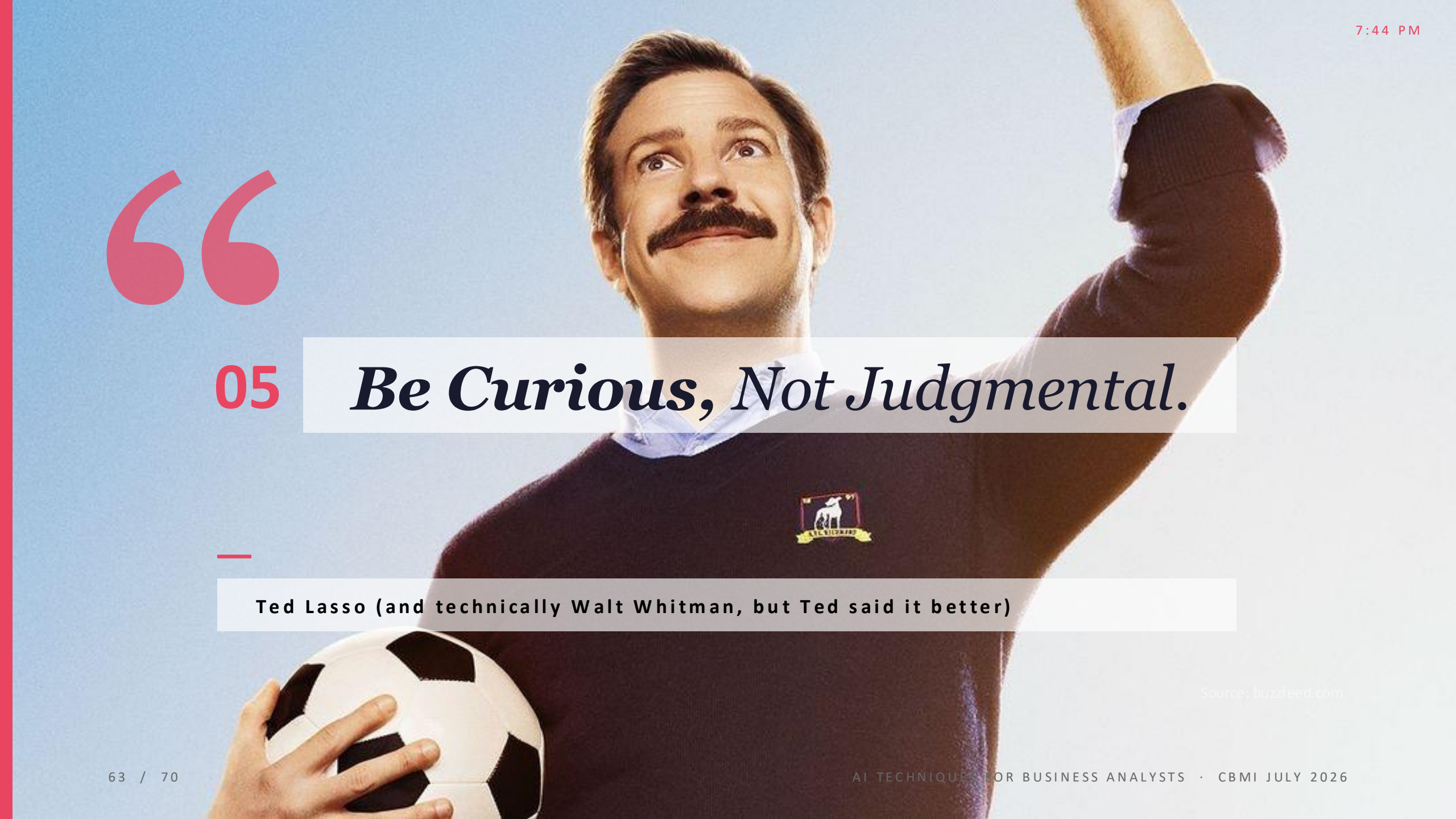
02 Start with ONE tool, ONE use case — don't try to boil the ocean.

03 Context + Chat is the 2026 workflow — build reusable context files.

04 Always validate AI outputs — you are the pilot, AI is the co-pilot.

“

05

A promotional image for the TV show Ted Lasso. It features the main character, Ted Lasso, a man with a mustache, wearing a dark blue sweater with a crest on the chest. He is holding a soccer ball in his right hand and has his left arm raised in the air. The background is a clear blue sky.

Be Curious, Not Judgmental.

—

Ted Lasso (and technically Walt Whitman, but Ted said it better)

Source: buzzfeed.com

THANK YOU

Let's Keep the Conversation Going.

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END