



Generative AI **For Business Analysis**

**Using Generative AI to Fast-Track Business
Processes as a Business Analyst**

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Activities

Icebreaker

I am organizing a party, I'm bringing apple.

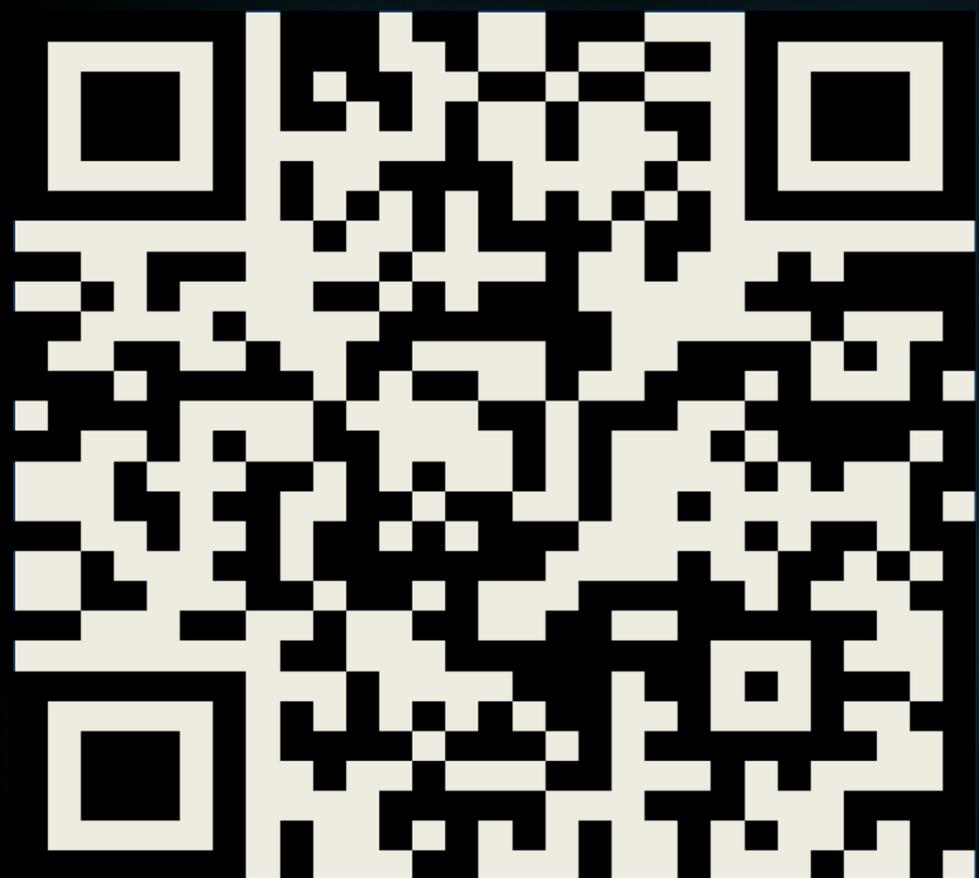
You are all invited and must bring something, what you are bringing determines if you would be allowed entry.

Who is coming?



Activities

[Interactive session](#)



Scan this barcode

Or use this code: 2213492

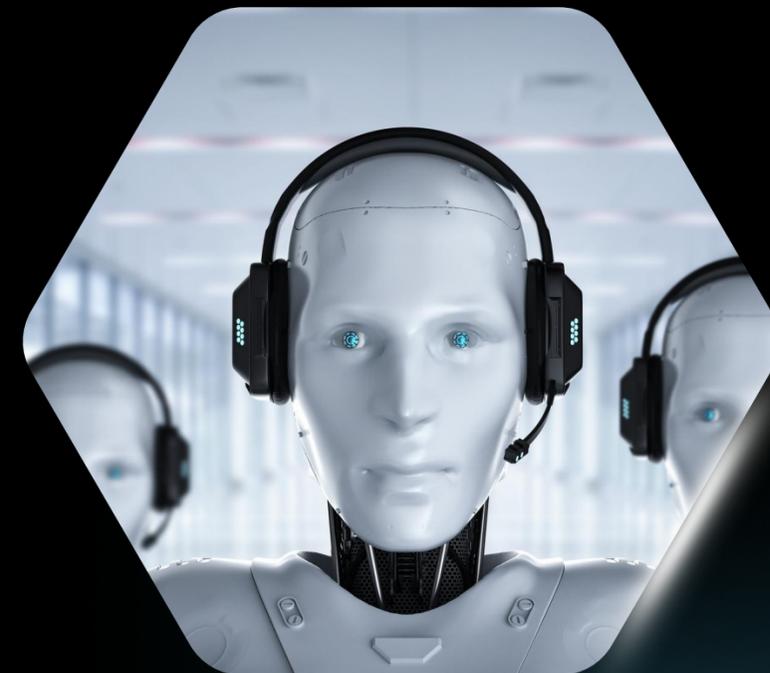
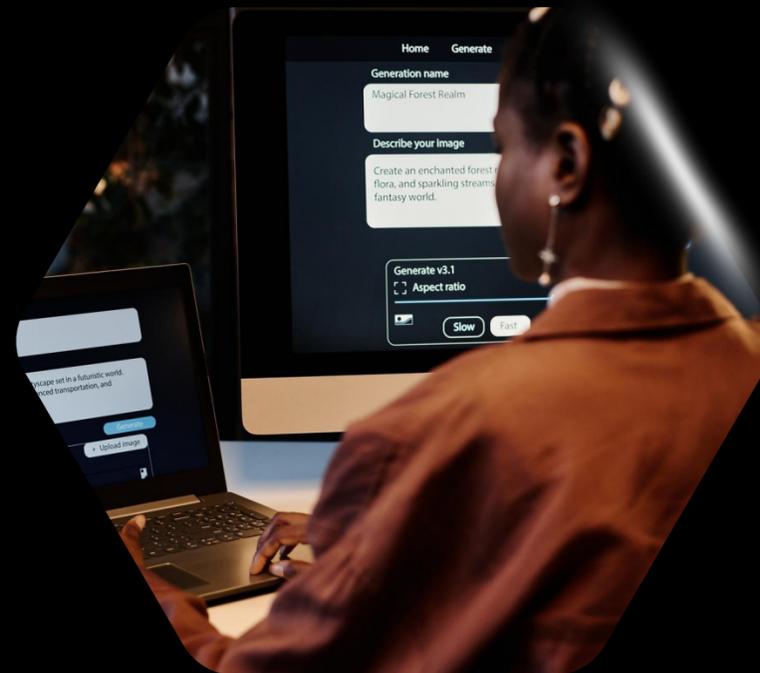


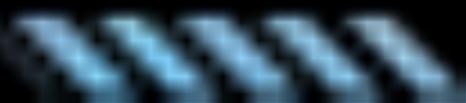
Importance of Efficiency In Business Analysis

Why improving business analysis processes is critical for organizations in today's fast-paced environment?

- ✓ **Faster Decision-Making**
- ✓ **Cost Savings**
- ✓ **Improved Risk Management**
- ✓ **Enhanced Customer Satisfaction**
- ✓ **Increased Agility and Competitiveness**
- ✓ **Accurate and Data-Driven Insights**
- ✓ **Faster Project Delivery**
- ✓ **Improved Stakeholder Communication**
- ✓ **Supports Strategic Objectives**
- ✓ **Scalability and Growth**

The Emergence of Generative AI





Understanding **Generative AI**

- **What is Generative AI?**
 - **How AI Supports Business Analysts**
 - **Relevance to Business Analysis**
- 

Key Areas Where
**Generative AI Can
Accelerate Business
Processes**



Automating Data Analysis and Reporting



Enhancing Business Requirement Gathering



Predictive Analytics for Smarter Decision-Making



Process Optimization & Workflow Automation



Customer Experience and Sentiment Analysis



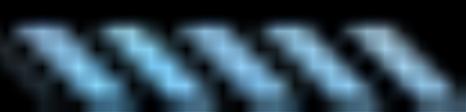
Real-World Business Impact

Case Study 1: How Coca-Cola Uses AI for Customer Insights



Case Study 2: How JPMorgan Uses AI in Business Analysis





Tools and Technologies For Business Analysts

1. AI-Powered Analytics and Reporting Tools

Eg. Power BI, Tableau, IBM Watson Analytics

2. AI for Natural Language Processing (NLP)

Eg. ChatGPT, OpenAI GPT models, Microsoft Azure AI

3. Robotic Process Automation (RPA)

Eg. UiPath, Automation Anywhere, Blue Prism

4. Predictive Analytics and Forecasting Tools

Eg. Google AI, IBM Watson Studio, Azure ML



Benefits and Challenges of Implementing Generative AI

- **Benefits:**

- Enhanced speed, accuracy, and decision-making.
- Reduced manual effort and operational costs.
- Improved stakeholder engagement and satisfaction.

- **Challenges:**

- Data quality and integrity issues.
- Integration with existing systems.
- Adoption resistance and training.



Conclusion

Let's Recap the key points...

Thank You
For Your Attention
Questions?

