



# TIPS FOR USING LARGE LANGUAGE MODELS

## EFFECTIVELY

### RESEARCH PURPOSES

This study explores the **practical applications of leading large language models (LLMs) for business use in Hong Kong**. It aims to compare their performance in key areas: effectiveness in generating various types of data, multilingual support, and cost-efficiency, to guide users and enterprises in selecting the most suitable AI tools. Specifically, the study examines how LLMs can be used to understand, summarize, generate, and predict new content across diverse business contexts.

### METHODOLOGY: HOW TO USE?

Our **methodology** involved testing structured prompts across multiple LLM platforms. These prompts were tailored to simulate real-world business scenarios related to company or industry insights. We then evaluated outputs to assess which models delivered the best results across various dimensions.

#### Prompt I. Example: *Competitive Analysis Matrix*

I am interested in [topics or companies that users are interested in]. Compare [company A] in [industry] with [company B], etc.

Create a table analyzing:

- Business models and unique value propositions
- Market share, etc.

Include 3 strategic recommendations to outperform them, citing sources, and provide a concise PPT version.

#### Prompt II. Example: *Customer Insight Generator*

I am facing a problem with Customer feedback from the provided links to address [company A] feedback, privacy, and compliance risks. Perform:

- Sentiment analysis by product feature
- Trend comparison (2023 vs 2024)
- Root cause analysis of the top 3 complaints

Report with a heatmap (ROI estimates), tables, sources, concise PowerPoint presentation, and references.

#### Prompt III. Example: *Market Research*

We need fresh [company A] insights to stand out from competitors. Create a 2024 global market analysis covering:

- Emerging trends (growth rates)
- Top 5 pain points
- Regulatory shifts, etc.

Report with data visual and 5 verified sources/section in a concise PPT (Global focus required, not just North America).

#### Prompt IV. Example: *Financial Modeling*

We need a financial comparison of [company A] vs. [company B](year A to year B) for client discussions next week. Include:

- Revenue CAGR
- Profit margins, etc.

Provide Excel model with conditional formatting (highlight 3 red flags & 2 opportunities), PPT with embedded charts/tables.

\*Results may vary depending on the LLM

### PROS & CONS

LLMs	Pros ✓	Cons ✗
<b>Poe</b>	<ul style="list-style-type: none"> <li>• Can generate more than just text (e.g., documents, PPTs)</li> <li>• May produce HTML code for presentations</li> <li>• Often provides more complete and structured information</li> </ul>	<ul style="list-style-type: none"> <li>• Limited free usage (based on daily points)</li> <li>• Requires payment for extended use</li> </ul>
<b>DeepSeek</b>	<ul style="list-style-type: none"> <li>• Unlimited usage</li> <li>• May prompt deeper thinking to help understand logic</li> </ul>	<ul style="list-style-type: none"> <li>• Might generate less comprehensive content at times</li> <li>• Can occasionally produce inaccurate data</li> <li>• Chat capacity is limited, sometimes requiring restarts</li> </ul>
<b>Doubao</b>	<ul style="list-style-type: none"> <li>• May store uploaded documents in an AI cloud</li> <li>• Can generate AI images</li> <li>• Might support voice interaction</li> </ul>	<ul style="list-style-type: none"> <li>• May not generate visual content (e.g., charts, PPTs)</li> <li>• Clickable source links may be unavailable</li> <li>• Source reliability could vary</li> </ul>
<b>Perplexity</b>	<ul style="list-style-type: none"> <li>• Often provides useful cited sources for research</li> <li>• Can create tables and charts</li> </ul>	<ul style="list-style-type: none"> <li>• Full features may require a 'premium' plan</li> <li>• Some generated visuals (e.g., charts/tables) could be harder to interpret</li> </ul>

\*Our observations here reflect our own use cases in June 2025. Your experience may differ!

### CONCLUSION: OUR SUGGESTIONS

- Accurate sources improve the reliability of outputs across all platforms.
- Poe and Doubao performed particularly well in media-related tasks.
- Users should ask follow-up questions to clarify and deepen insights.
- There is no single "best" LLM tool since performance varies based on task, prompt wording, and specificity.

