

## BIZ-17

# BIZ-17 — AI for Data Analysis and Business Decision Making

*Business — Intermediate / Intermediate*

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<b>Audience</b>	Analysts, managers, and decision-makers who work with business data
<b>Prerequisites</b>	BIZ-F2 — AI Tools for Professional Productivity (recommended)
<b>Duration</b>	1.5 days
<b>Delivery format</b>	Practical workshop — data analysis and presentation
<b>Group size</b>	8–16
<b>Materials provided</b>	Data analysis templates, governance checklist, AI interpretation guide, presentation framework, case study data

## Description

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This 1.5-day practical workshop teaches analysts and decision-makers to use AI for faster, clearer insights from data. Participants work with real datasets to interpret patterns, generate insights, build forecasts, and present findings to leadership. Heavy emphasis on governance, caveats, limitations, and responsible decision-making. Includes hands-on data analysis exercises, scenario modelling, and practice presenting AI-informed recommendations with appropriate confidence levels and caveats.

## Key Modules

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### Module 1 — AI for data interpretation

What patterns actually mean and what questions to ask. Using AI to spot correlations, anomalies, and trends. Avoiding the trap of AI-generated false conclusions. Critically evaluating AI interpretation and validating against domain knowledge.

### Module 2 — Generating insight from reports, surveys, and unstructured data

AI summarisation of long documents and reports. Extracting key findings from survey data. Identifying themes in customer feedback and qualitative research. Quality checks and validation of AI-generated insights.

### Module 3 — AI-assisted forecasting and scenario modelling

What AI can and cannot do with forecasts. Building scenario models, sensitivity analysis, and stress testing. Communicating uncertainty ranges and confidence intervals. When forecasts are reasonable versus when they are speculation.

### Module 4 — Visualising and presenting data insight with AI assistance

Using AI to generate visualisations and infographics from data. Telling a clear story with data. Designing presentations for different audiences. Practice presenting AI-generated insights to leadership.

### Module 5 — Governance of AI-informed decisions

Accountability and decision-making frameworks for AI-informed choices. Audit trails and reproducibility. Transparency about which parts came from AI versus human judgement. Escalation procedures for unusual or high-stakes decisions. Avoiding bias and ensuring fairness.

### Module 6 — When AI is wrong

Recognising failure modes: overfitting, hallucination, training data bias, misinterpreted correlations. Building in safety checks and validation. When to reject AI output. Red flags that indicate AI output should not be trusted.

## What You Will Be Able To Do

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1. Perform AI-assisted analysis on real business datasets and extract meaningful insights
2. Build and evaluate forecasts and scenario models using AI, understanding confidence limits
3. Critically evaluate AI-generated analysis and identify potential failure modes
4. Apply governance frameworks to ensure accountability in AI-informed decisions
5. Present data insights and recommendations to leadership with appropriate caveats and confidence levels
6. Recognise when AI output is unreliable and implement safety checks and validation

## Delivery Notes

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Meeting room with internet, projector, and tables for group analysis work. All participants require laptops with spreadsheet software. Prepare sector-specific datasets for hands-on exercises — ideally 2–3 real datasets from the participant organisations. Access to AI data analysis tools for demonstrations. Trainer should be experienced data analyst or business intelligence specialist. Optimal group size 10–14, preferably from similar analytical backgrounds.

## Pathway Position

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**Comes after:** BIZ-F2 — AI Tools for Professional Productivity (recommended)

**Feeds into:** BIZ-A8 — AI Strategy and Transformation

**Ready to book this course?**

Contact Io Technologies to discuss delivery at your organisation.

All courses and engagements are delivered on request — on-site, remote, or blended.