



# Reading: Use generative AI to help you work smarter and faster

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In the introductory reading you learned that AI refers to computer programs that can complete cognitive tasks typically associated with human intelligence. One specific type of AI is **generative AI** (gen AI), which is AI that can generate new content, like text, images, or other media. [Gemini](#), [ChatGPT](#) by OpenAI, and [Microsoft Copilot](#) are examples of generative AI tools. You can interact with a generative AI tool by entering a **prompt**, which is input that provides instructions to an AI tool about how to generate output. The tool then creates new content based on that prompt.

In your work as a BI professional, you can leverage generative AI tools to help you complete both practical and creative tasks. Consider these applications of generative AI tools that can help you work more efficiently and effectively:

- **Deepen understanding and enhance research:** Employ generative AI to summarize complex information, provide explanations of statistical concepts, assist in writing efficient queries, and suggest appropriate data analysis techniques for specific business problems.
- **Automate and optimize routine BI tasks:** Use AI to streamline data cleaning and preprocessing, automate report generation, write SQL, R, Python, and other code for data analysis, and free up time for more strategic initiatives.
- **Accelerate data analysis and exploration:** Utilize generative AI tools to quickly analyze large datasets, identify patterns, trends, and anomalies, and uncover hidden insights that drive strategic business decisions.
- **Generate insightful reports and dashboards:** Leverage generative AI to create compelling data visualizations, reports, and dashboards that effectively communicate complex findings to stakeholders, facilitating data-driven decision-making across the organization.

In the upcoming series of videos, you'll meet Myles, a data analyst at Google. While Myles's role focuses on data analysis, the ways he incorporates AI into his daily workflow are highly relevant to business intelligence. You'll see how he uses AI to streamline tasks like data cleaning and preparation, improve R code, and more – skills that are directly applicable to your future work in BI.

As AI tools evolve and your BI career progresses, you'll likely discover even more ways to leverage generative AI in your work, beyond these initial examples.

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