Google

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

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 data analyst, 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:

- **Create content.** You can use generative AI tools to generate text, images, and other media. For example, you might create data visualizations, reports, or presentations to communicate findings effectively.
- **Analyze information quickly.** Generative AI tools can analyze large amounts of content quickly. For example, you might use generative AI to identify patterns, trends, and anomalies in datasets, enabling you to gain insights and make data-driven decisions faster.
- **Answer questions in detailed and nuanced ways.** Generative AI is effective at summarizing information, which makes it useful for research. For example, you can prompt a generative AI tool to provide you with explanations of complex statistical concepts, help you write SQL queries, or suggest appropriate data analysis techniques for a specific problem.
- **Write and debug code.** Generative AI tools can help analysts write code, and can also examine your existing code for syntax errors and logical problems.
- **Simplify day-to-day work.** You can also use generative AI to augment routine tasks. For example, AI tools can assist with data cleaning and preprocessing, automate report generation, or even create code snippets for data analysis.

In the upcoming series of videos you will be introduced to Myles, a data analyst working at Google. Myles will introduce you to the ways that he incorporates AI into his daily workflows to do things like clean and prepare data, improve code, and more.

The ways you might use generative AI in your work will likely go beyond these examples as the capabilities of AI tools expand, and as you continue your own development as a data analyst.