Smart learning plan (onboarding)

Dear Sophia,

Based on your survey responses, you already have an advanced understanding of the core topics. This plan provides additional goals, exercises, and resources to help you improve further and adapt your expertise to the Finnish and European context.

1. Advanced learning goals

European AI Regulatory Mastery: Develop comprehensive knowledge of EU AI regulations, GDPR compliance requirements, and upcoming Digital Services Act implications specifically for AI-powered analytics platforms serving European SMEs.

Finnish Market Adaptation Strategy: Create a tailored market entry and growth strategy for your AI analytics platform that addresses the unique characteristics of the Finnish business ecosystem, cultural factors, and sustainability expectations.

Privacy-Preserving Analytics Design: Master advanced techniques for implementing privacy-by-design principles in AI analytics solutions, with specific focus on methods that maintain analytical power while ensuring GDPR compliance for European SMEs.

2. Your tailored study plan

European AI Regulatory Mastery

- Research and analyze the EU AI Act and its classification system for high-risk AI applications
- Study GDPR requirements specific to automated decision-making and profiling
- Examine case studies of successful AI implementations that navigate European regulatory requirements
- Identify key differences between Canadian and European data protection approaches
- Create a compliance checklist specific to your AI analytics platform

Finnish Market Adaptation Strategy

- Analyze the Finnish SME landscape, focusing on digital maturity and analytics adoption
- Research key competitors and alternatives in the Nordic business analytics market
- Study Finnish business culture, decision-making processes, and buying behaviors
- Identify potential strategic partners and distribution channels in Finland
- Explore Finnish funding options and support systems for AI startups

Privacy-Preserving Analytics Design

- Study differential privacy techniques applicable to business analytics
- Research federated learning approaches for distributed data analysis
- Explore synthetic data generation methods for testing and development
- Investigate privacy-preserving machine learning models suitable for SME applications
- Analyze transparency and explainability requirements for AI systems in the EU context

3. Extra assignments

1. European Competitor Analysis with AI

Use generative AI to conduct a comprehensive analysis of 3-5 competing analytics platforms in the European market. * First, use an AI research assistant to identify the top competitors in this space * Then, create detailed prompts to analyze each competitor's strengths, weaknesses, pricing models, and unique selling propositions * Finally, use AI to synthesize findings into actionable insights for your platform's positioning * Document the specific tools and prompts used, explaining your iterative prompt refinement process

2. Privacy-Preserving Analytics Prototype

Design a conceptual prototype for a privacy-preserving feature in your analytics platform using AI tools. * Use generative AI to brainstorm innovative approaches to privacy-by-design * Create a technical specification document with AI assistance * Generate mockups or wireframes of the user interface using AI design tools * Document your prompt engineering process, including how you guided the AI to understand technical privacy concepts

3. Finnish SME Needs Assessment

Leverage AI to create and analyze a hypothetical dataset of Finnish SME analytics needs and pain points. * Use AI to generate realistic personas of Finnish SME decision-makers * Create synthetic user stories and requirements based on these personas * Analyze the generated data to identify patterns and opportunities * Develop a feature prioritization framework based on these insights * Detail your prompt strategies for ensuring culturally accurate and relevant outputs

4. Sustainability Metrics Integration Plan

Develop a plan for integrating sustainability metrics into your analytics platform using AI assistance. * Research Nordic sustainability reporting standards and expectations using AI * Generate a comprehensive list of potential sustainability KPIs relevant to various industries * Create visualization concepts for sustainability dashboards using AI design tools * Outline an implementation roadmap

with AI assistance * Document your prompt engineering approach and how you validated the AI-generated information

4. Additional online materials

1: Market Analysis & Customer Understanding – Understanding Your Customers: A free short course introducing key marketing concepts and customer behavior insights.
https://www.open.edu/openlearn/money-business/understanding-your-customers/

2: Market Analysis & Customer Understanding – Market Research and Competitive Analysis: An up-to-date guide on conducting market research and competitive analysis for your business.
https://www.sba.gov/business-guide/plan-your-business/market-research-competitive-analysis

3: Market Analysis & Customer Understanding – Understanding Your Customer Through Market Research: A free recorded webinar demonstrating how to identify your target market and gauge demand through market research.
https://www.mainesbdc.org/understanding-your-customer-through-market-research/

4: The 21 Best Generative AI Tools in 2025: Zapier lists 21 of the best generative AI tools in 2025, categorized by function.
https://zapier.com/blog/generative-ai-tools/

5: AI Basics - Elements of AI: Offered as a free online course by the University of Helsinki and Reaktor, "Elements of AI" is designed for anyone wanting to understand the basics of AI.
https://www.elementsofai.com/

6: AI for Business Planning - Microsoft's AI Business School: Part of Microsoft Learn, this free resource, updated in 2024, helps business leaders plan and strategize AI implementation with case studies and videos. Duration varies, suitable for beginners.
https://learn.microsoft.com/en-us/ai/

We are glad to have you onboard 🙂 If you have any questions, please contact teachers.