

**Florida Gulf Coast  
University**



# DA2I: Final Challenge

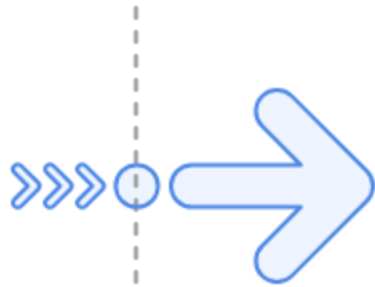
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## AI-Enhanced Data Analysis Project Sequence

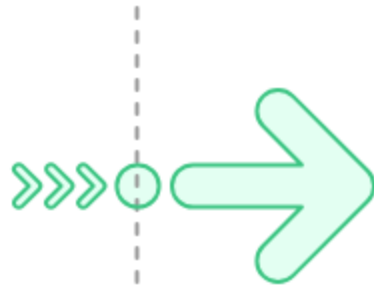
### Introduction to Class 5

Overview of the final challenge



### Full Data Analysis Project with AI

Detailed project description



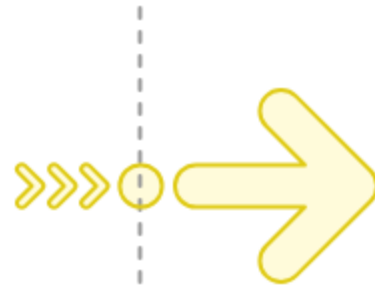
### Final Challenge Requirements

Specific tasks and criteria



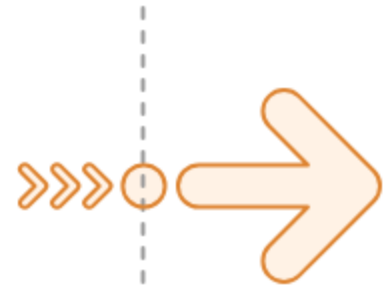
### Learning Objectives

Goals for knowledge and skills



### What Can You Do with this Knowledge?

Practical applications of learned skills





# **BIDATAVIZ**

## **Closing Remarks**

# **Summary**

- Final Challenge
- Learning Objectives
- What you can do with this knowledge

# Final Challenge

- In this assignment, you will act as a data analyst working with an AI copilot (e.g., ChatGPT, Claude, Gemini) to extract insights, tell a story, and build an interactive dashboard from a dataset of your choosing or one assigned to you. Your role is not only to analyze data, but also to craft effective prompts that guide large language models (LLMs) to support your process.

# Learning Objectives

- Design a full AI-augmented data analysis pipeline
- Prompt an LLM for insight extraction, cleaning strategies, EDA suggestions, and visualization generation
- Use AI tools ethically and critically, recognizing their limitations
- Build a data-driven narrative and create an interactive dashboard

**Some time later...**

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# What can you do with this knowledge?

- **Data Analyst:** Data analysts collect, examine, and interpret information. Understanding the significance of a data set is crucial in this role.
- **Business Intelligence Analyst:** Business intelligence consultants, architects, managers, or other senior positions.
- **Analytics Manager:** Supervise teams of data analysts that do much of the actual work of data analysis.
- **Data Visualization Specialist:** Specialized in data visualization, becoming expert in creating visually appealing and informative charts, graphs, and dashboards. You can work in various industries, helping organizations present their data in meaningful and impactful ways.

# What can you do with this knowledge?

- **Data Journalism:** With the rise of data journalism, you can apply your skills to analyze and visualize data for news organizations. You can tell compelling stories through data-driven articles, interactive graphics, and multimedia presentations.
- **Market Research and Consumer Insights:** You can work in market research firms or within organizations to analyze consumer behavior, market trends, and competitive landscapes. You can use data visualization to present findings that inform marketing strategies and product development.
- **Consulting:** You can work as consultant, helping organizations across various industries leverage their data for strategic decision-making. You can provide insights, develop customized BI solutions, and train staff on data visualization, storytelling, and dashboard design.



# Thanks for Participating!!

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