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THE PROMPT MASTER

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# SMART PROMPTING FOR BUSINESS IMPACT



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[WWW.THEPROMPTMASTER.IT](http://WWW.THEPROMPTMASTER.IT)

I'M

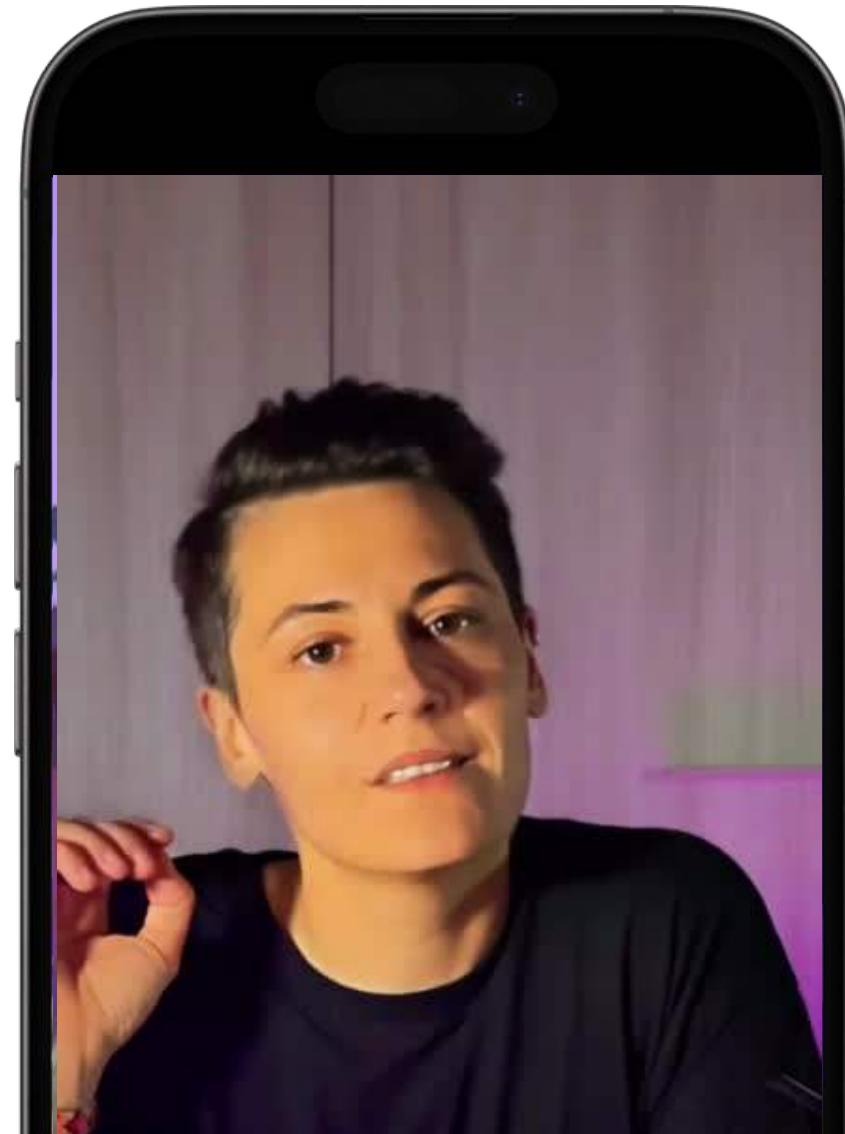
# LUCIA CENETIEMPO

 @the\_prompt\_master

 @luciacenetiempo

**I've specialized in Generative AI  
with one mission:  
to make AI easy to understand for everyone.**

My goal is to debunk the myths around this technology  
and show that, with the right skills,  
it can be a real asset for any business.



**Lucia Cenetiempo**  
Divulgatrice AI



**Lucia Cenetiempo**  
Divulgatrice AI

# HOW DO I DO IT?



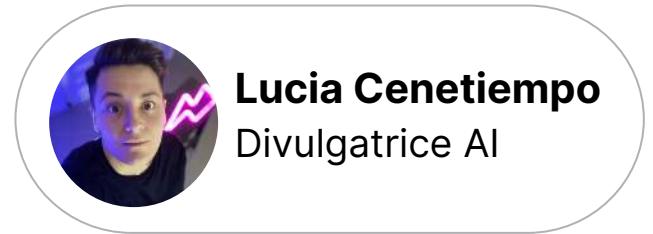
@the\_prompt\_master



@luciacenetiempo

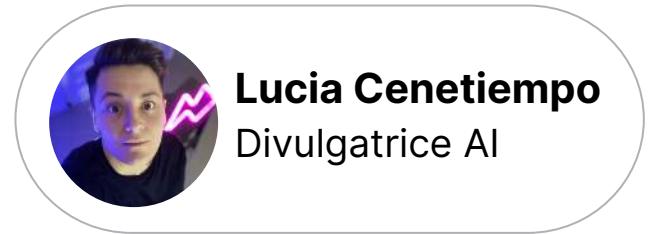
I show how this technology can  
boost productivity and streamline many  
business processes.

Through my Instagram profile **The Prompt Master**,  
my courses on **AIPlay**, talks at events like **AIWeek**,  
and partnerships with big companies, I help entrepreneurs  
and professionals navigate the world of Gen AI.



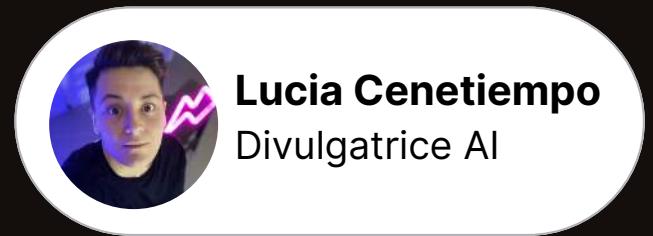
**Let's start with a question.**

**HOW MANY OF YOU BELIEVE  
GENERATIVE AI  
IS THE FUTURE?**

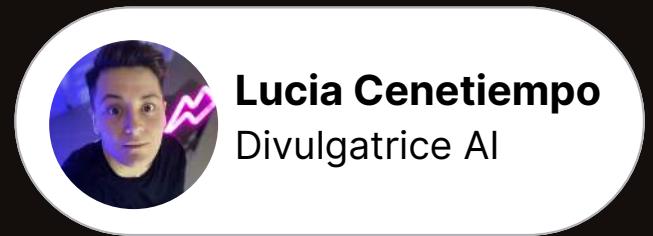


**Let's make it interactive.  
Scan the QR code and send your answer.**



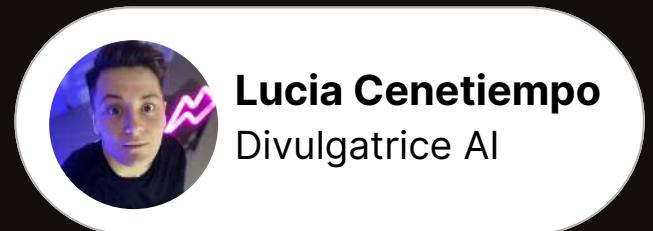


I DON'T



**It's not the future.**

**IT'S THE PRESENT.  
IT'S HAPPENING  
RIGHT NOW.**



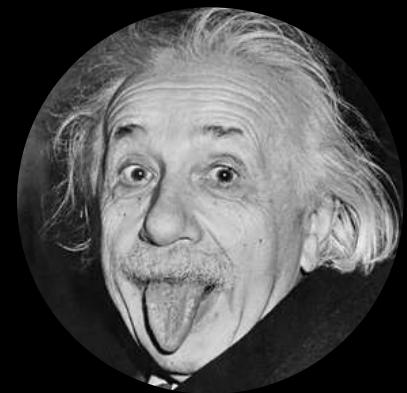
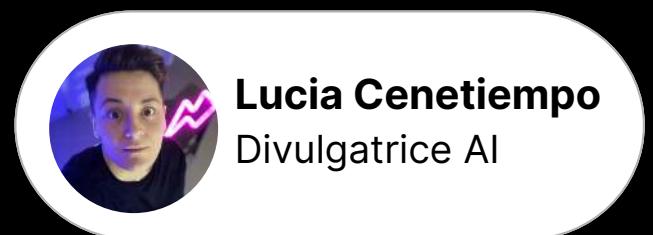
AGENDA



1 A BIT OF CONTEXT

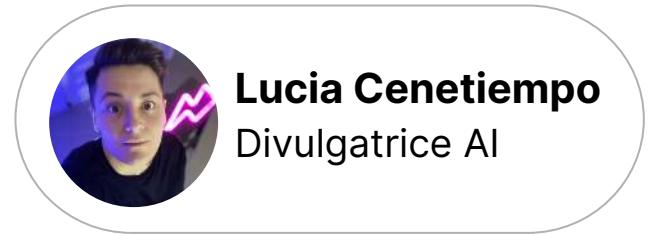
2 PROMPT DESIGN

3 REAL-WORLD USE



**"I NEVER TAUGHT MY  
STUDENTS ANYTHING.  
I JUST TRIED TO PUT THEM IN THE  
BEST CONDITIONS TO LEARN."**

Albert Einstein



# MY GOAL:

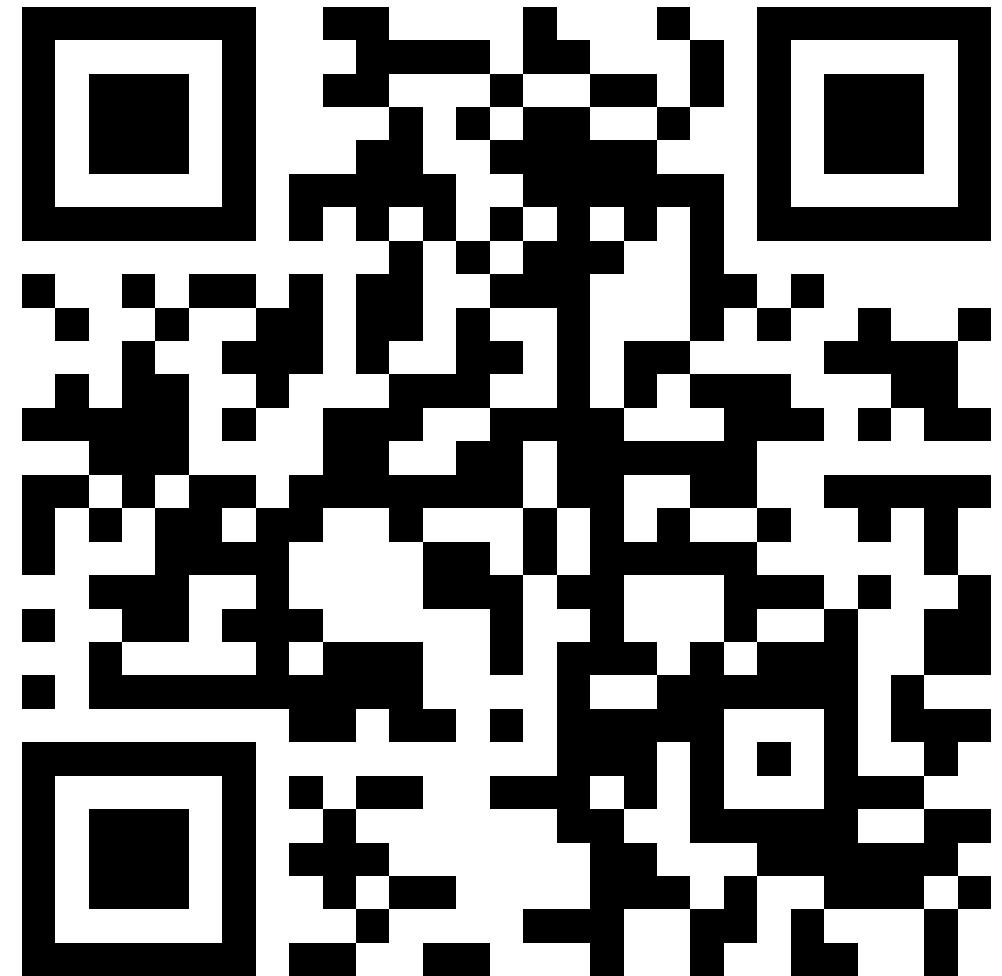
To give you **the right info** so that,  
starting tomorrow,  
**you can make this tool a real ally.**



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# DOWNLOAD THE SLIDES.

Scan the QR CODE  
and download the slides  
so you always  
have them with you.





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1

# A BIT OF CONTEXT





**So, where do we stand with AI?**

**HERE ARE  
SOME NUMBERS.**

# SOME NUMBERS



## ↗ 72% of workers

in knowledge field already use Generative AI in their jobs.

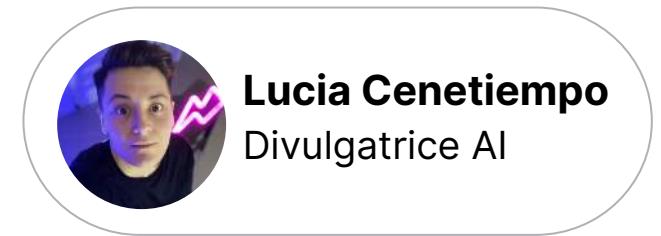
## ↗ 66% of leaders

say they wouldn't hire someone without AI skills.

## ↗ 71% of managers

would prefer a less experienced candidate if they had AI skills.





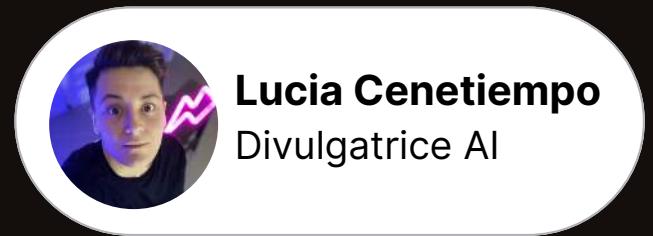
So...

**IS ALL THIS HYPE  
JUST A BUBBLE  
WAITING TO BURST?**

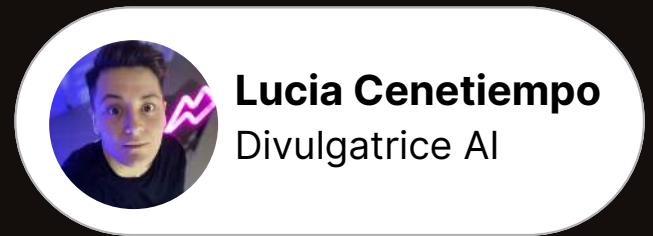


**Let's make it interactive.  
Scan the QR code and send your answer.**





Here's the thing:



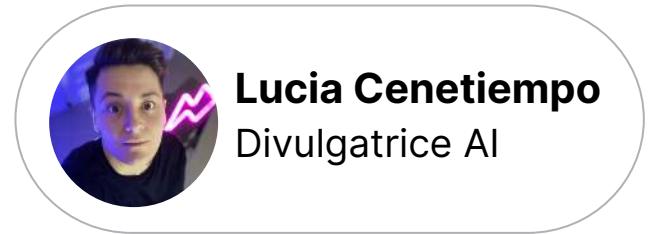
Here's the thing:

WE'RE IN THE MIDDLE OF  
THE FOURTH INDUSTRIAL  
REVOLUTION.

This shift is bigger than what we saw with the internet.

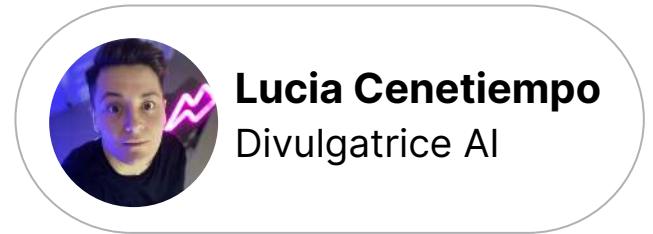


# Why all this hype?



**Let's make it interactive.  
Scan the QR code and send your answer.**

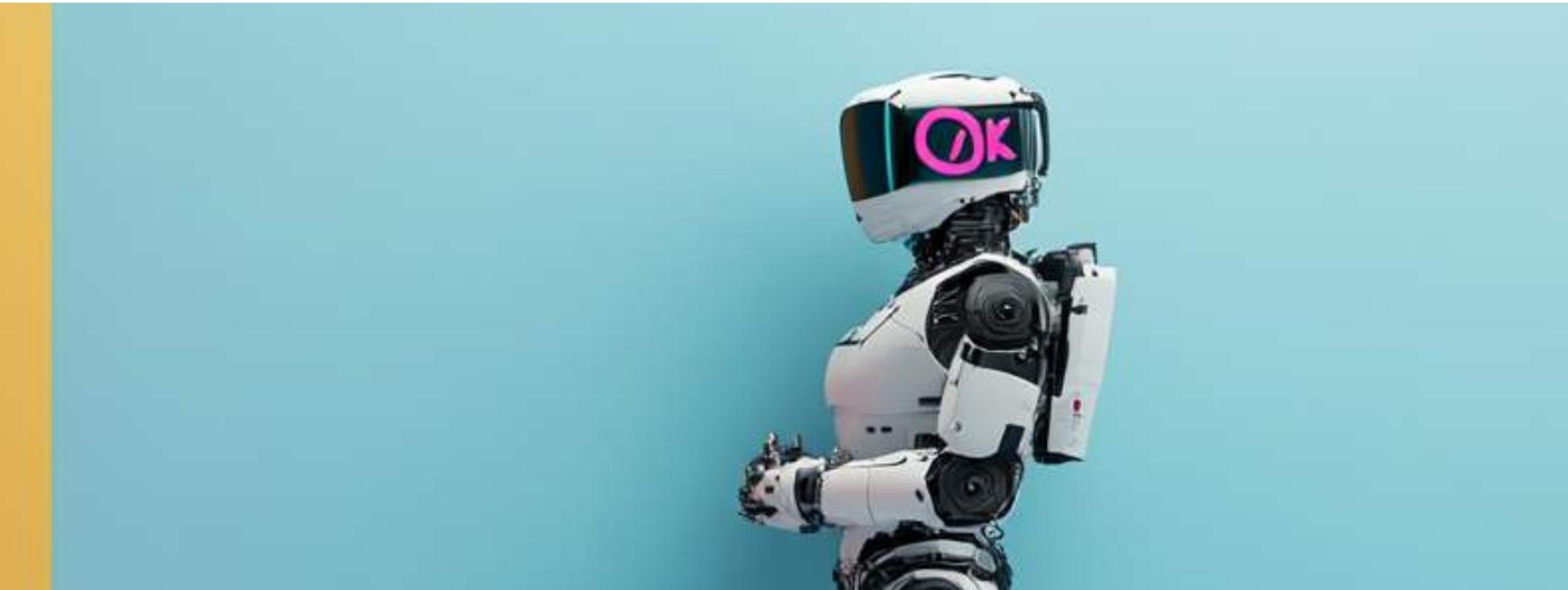




**Why all this hype?**

**THE ANSWER'S SIMPLE:  
TIME**

**A WORKER WITH MORE FREE TIME  
WILL BE MORE CREATIVE, STRATEGIC,  
AND PRODUCTIVE.**



↗ **But careful.**

**More time doesn't mean more work.**

Use that time to improve your skills and focus on high-value human performance.



INTRODUCTION



# GEN AI ISN'T A MAGIC BOX.

You can't just press a button.  
It always needs human input.

It's the clearest example of "garbage in, garbage out":  
if your input is bad, **your output will be too**.



# WHAT ARE THE MODELS? ↗

↗ **TEXT  
TO  
TEXT**

Es. ChatGPT

↗ **TEXT  
TO  
IMAGE**

Es. Midjourney

↗ **TEXT  
TO  
VIDEO**

Es. Runway

↗ **TEXT  
TO  
AUDIO**

Es. Suno

**What can we  
do with**

**TEXT  
TO  
IMAGE**

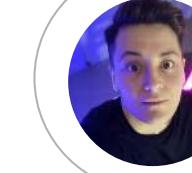
**models?**

**With image models, we can:**

- generate visual concepts
- create moodboards
- build visual storyboards for projects

**Examples:**

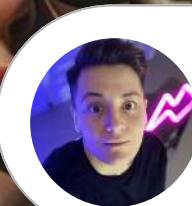
Midjourney, DALL-E, Stable Diffusion.



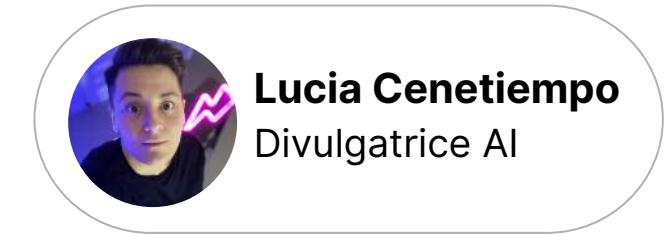
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THESE  
PEOPLE  
AREN'T  
REAL.



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Divulgatrice AI



**What can we  
do with**

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**TEXT  
TO  
VIDEO**

---

**models?**

**With video models, we can:**

- create videos from images
- create videos from text
- build short promo videos

**Examples:**

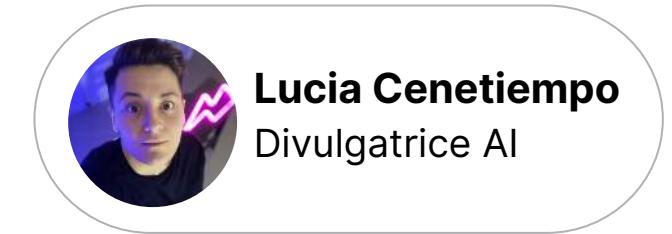
Runway, Pictory, Sora



X POLMI GRADUATE SCHOOL OF MANAGEMENT

WATCH  
THE  
HANDS ➡





**What can we  
do with**

---

**TEXT  
TO  
AUDIO**

---

**models?**

**With audio models, we can:**

- create podcasts or voiceovers for videos
- generate custom songs
- clone voices

**Examples:**

Suno, HeyGen, ElevenLab



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The best way to use Generative AI today  
**is to think of yourself as a conductor.**

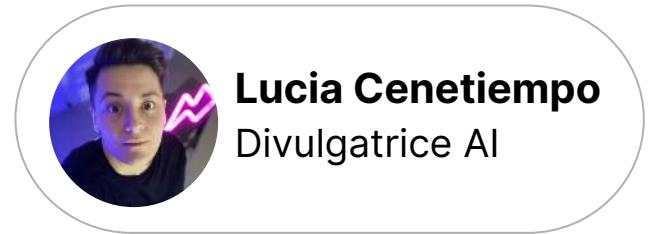




By using the right tool at the right time,  
we can make a real impact on our business.

**AI doesn't replace human creativity  
it enhances it.**





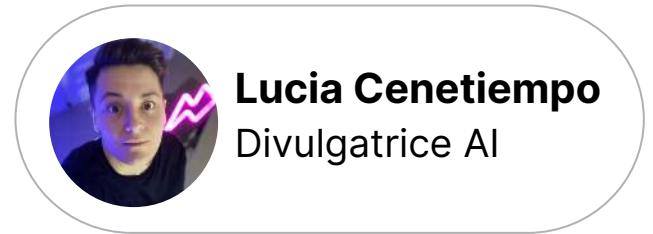
Ok,

# WHAT IS CHATGPT, REALLY?



**Let's make it interactive.  
Scan the QR code and send your answer.**

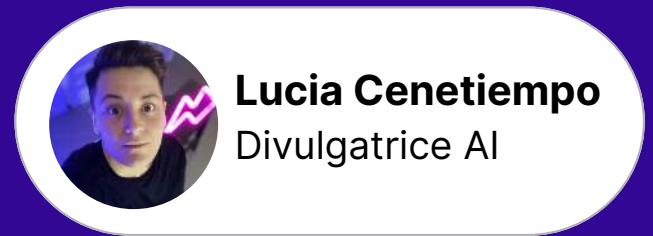




# A TEXT TO TEXT MODEL. ↗

- ↗ Trained on a massive amount of data
- ↗ it understands and reproduces human language
- ↗ it also includes features like IMG GEN and code

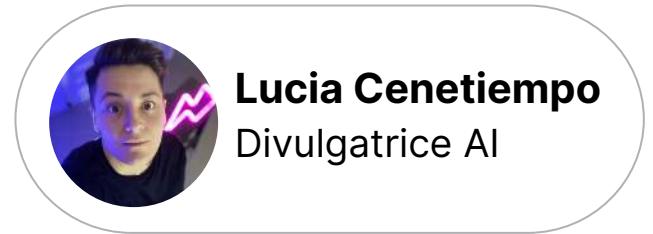
Text-to-text models are trained to learn the structure of human language so they can generate responses that are coherent and context-aware.



2

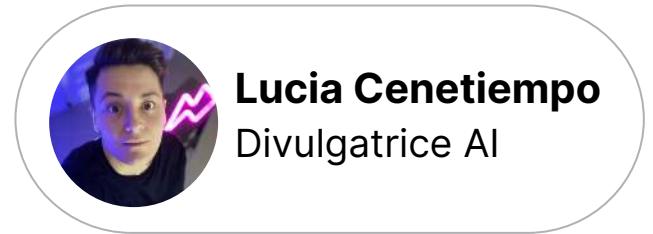
# PROMPT DESIGN





Ok,

**NOW  
LET'S START  
WORKING WITH IT.**



# THE SKILLS YOU NEED.

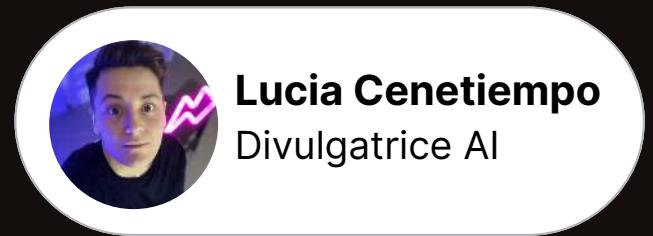
↗ **Communication  
and language**

↗ **Problem  
framing**

↗ **Critical thinking  
and attention**

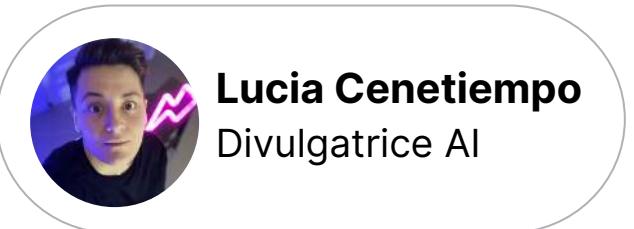
**Always remember the rule: garbage in, garbage out.**

AI can make mistakes, but with the right human skills, we can make the difference.



Now

LET'S TALK ABOUT  
SOME FRAMEWORKS.



# ZERO SHOT PROMPTING

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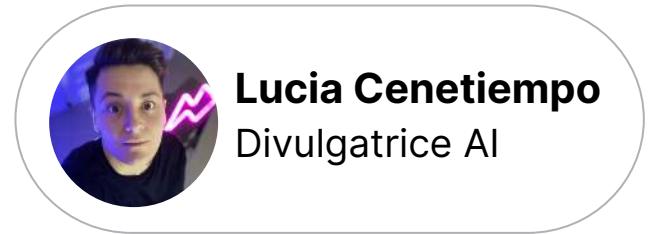


**A simple prompt based on a task description.**

The model uses its knowledge to give a relevant response without any examples from us.

**When to use it:**

**When you want a direct answer or output without providing specific examples or instructions.**



# FEW SHOT PROMPTING

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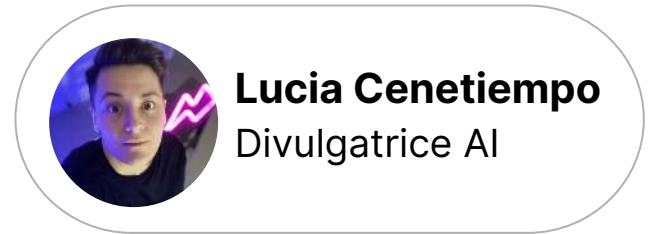


**A prompt enriched with examples that show the model how to respond to similar tasks.**

The model uses these examples to produce more accurate answers by following a recognized pattern.

## When to use it:

**When the style or format of the output matters.  
By giving examples, you help the model follow a specific pattern.**



# CHAIN-OF-THOUGHT

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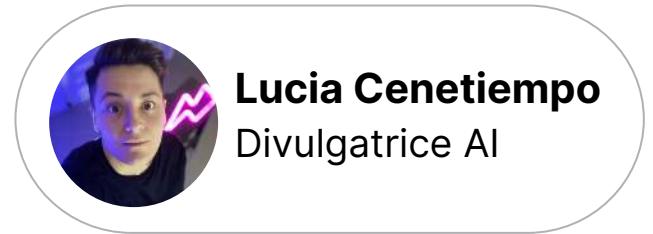


**A prompt that guides the model to follow a sequence of logical steps to reach the final answer.**

This approach helps structure reasoning in a more detailed way.

## When to use it:

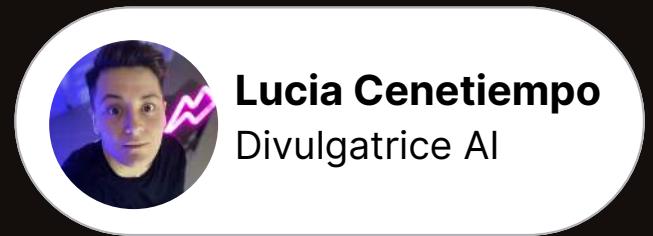
**When it's important to see the logical steps especially for complex questions or reasoning tasks.**



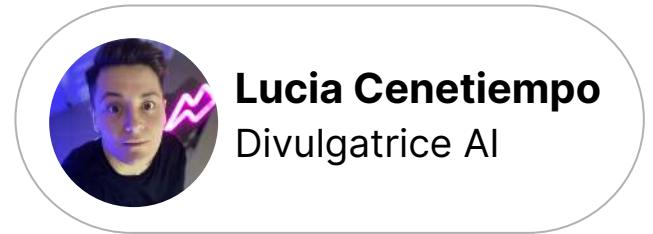
Good news:

**YOU DON'T NEED TO  
LEARN THEM ALL.**

I'll show you a trick.



**But first, let's look at**  
**COMMON MISTAKES**  
**AND HOW TO AVOID THEM.**



1

# VAGUE PROMPTS

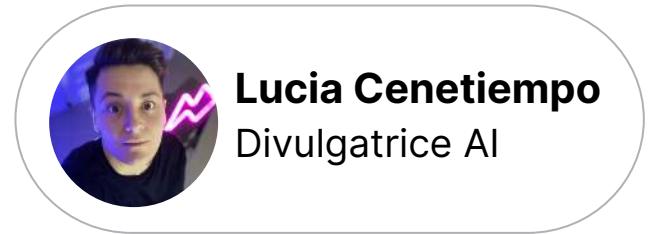
↗

✗ Instead of:

Give me a tip for my  
marketing strategy.

✓ Try with:

Which social strategies work  
best for a natural cosmetics  
e-commerce?



2

# WEAK CONTEXT

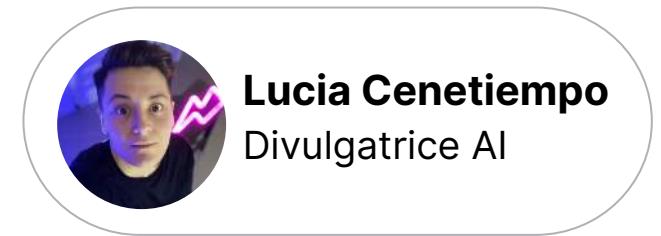


✗ Instead of:

Write a LinkedIn post about  
artificial intelligence.

✓ Try with:

**Write a LinkedIn post for a  
professional audience, about  
how AI can boost productivity.**



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3

# TOO MUCH FREEDOM ↑

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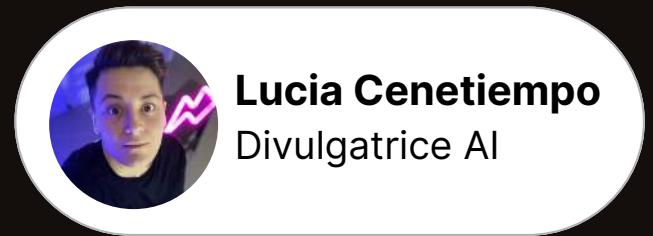
✗ Instead of:

Write a blog post about  
how to use AI.

✓ Try with:

**Write a SEO-optimized article on  
how to use AI, including a title,  
subheadings, and a practical  
example.**

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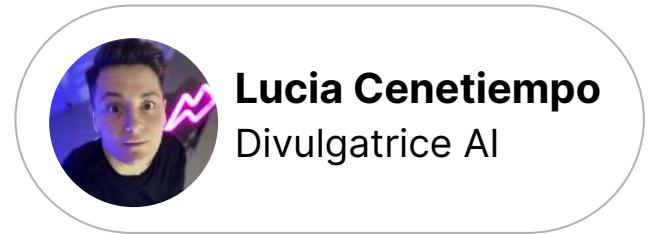
Your turn.

TRY IMPROVING  
THESE PROMPTS.



**Let's make it interactive.  
Scan the QR code and send your answer.**





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# VAGUE PROMPTS



✗ Instead of:

Help me understand why  
engagement rate is lower

✓ Try with:

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# VAGUE PROMPTS

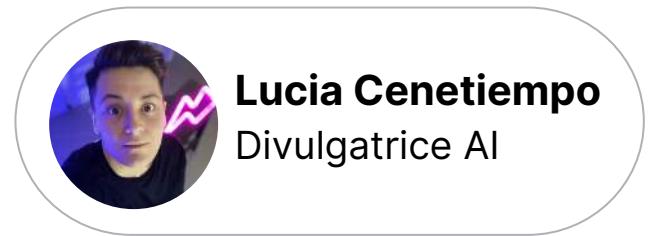


✗ Instead of:

Help me understand why  
engagement rate is lower

✓ Try with:

**Explain why the engagement rate  
is lower for users aged 18–24  
based on the attached dataset.**



+

# WEAK CONTEXT



✗ Instead of:

Write a recommendation  
on insights

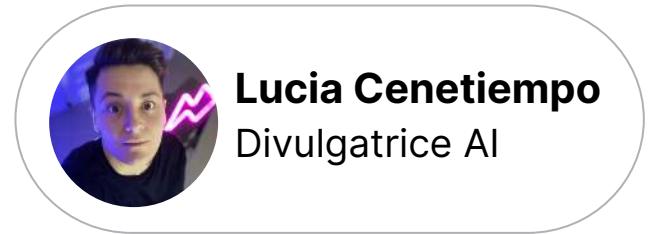
✓ Try with:

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# WEAK CONTEXT

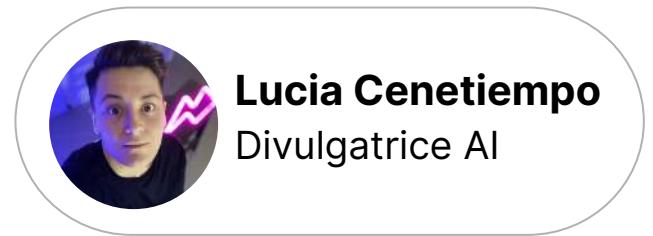


✗ Instead of:

Write a recommendation  
on insights

✓ Try with:

**Write a recommendation for the  
marketing manager based on this  
insight: our retention rate  
improves when users...**



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+ **TOO MUCH FREEDOM** ↗

---

✗ Instead of:

Write something about  
A/B testing.

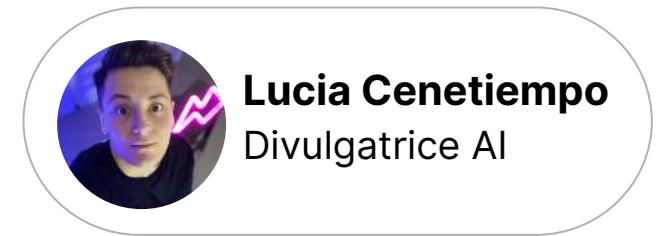
✓ Try with:

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+ **TOO MUCH FREEDOM** ↗

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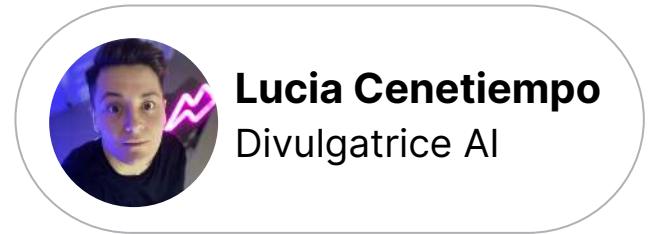
✗ Instead of:

Write something about  
A/B testing.

✓ Try with:

**Write a short paragraph that  
explains what A/B testing is, and  
give a practical example relevant  
for an online travel booking site.**

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Ok, ready?

**ALRIGHT,  
HERE'S THE TRICK.**



**Lucia Cenetiempo**  
Divulgatrice AI

# THE PERFECT PROMPT



**Here are the key ingredients.**

A solid prompt starts with three core elements:

## ↗ **Role**

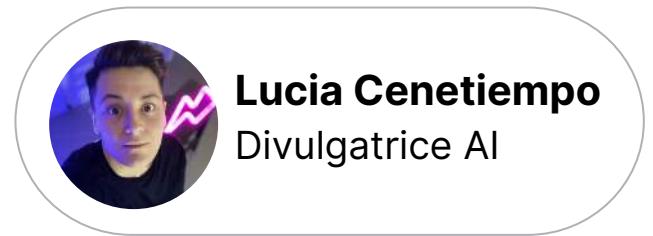
Assigning a role helps narrow the scope of information the model will use, making the output more aligned with your request.

## ↗ **Context**

Giving all the needed background helps the model generate answers that are relevant and in line with your original intent.

## ↗ **Task**

LLMs generate text. Telling the model exactly what you want it to do helps guide the response in the right direction.



# THE PERFECT PROMPT

Here are the key ingredients.

You're an expert in...

[creating marketing campaigns, writing collaboration contracts, developing new products, making effective presentations, etc.]

Your task is to help me...

[create an effective marketing campaign, write a new contract for..., develop an idea for a product about..., create a presentation on...]

Here's the info you should base on:

[target audience for the campaign, topic and contract details, product description, presentation topic and key points]





Let's dig deeper.

**ROLE**



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# ROLE

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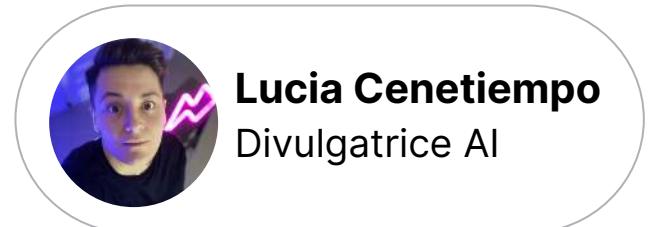
**What's it for?**

**Let's do a live test:**



**Prompt**

Create a presentation outline about Greece.



# ROLE

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What's it for?

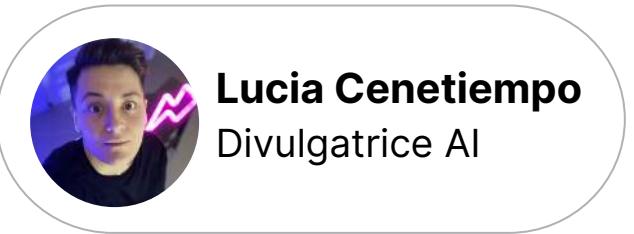
Now let's add the role:



## Prompt

***You're an art history expert.***

Create a presentation outline about Greece.



# ROLE

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What's it for?

Let's see another example:



## Prompt

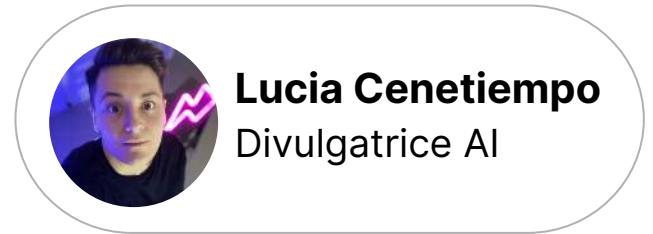
***You're a sales expert for travel packages.***

Create a presentation outline about Greece.



Let's dig deeper.

**CONTEXT**



# CONTEXT

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What's it for?

Let's plug that into our prompt:

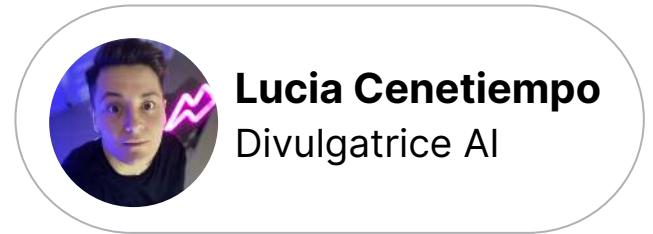


## Prompt

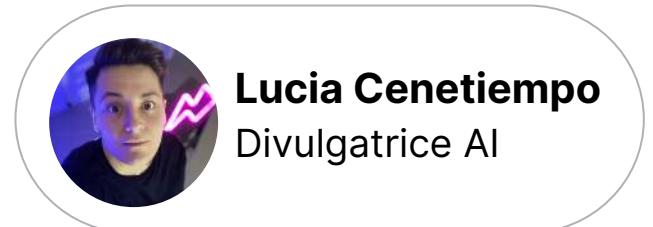
You're a sales expert for travel packages.

Create a presentation outline about Greece.

***Here's the info to base it on: €2300 price, designed for families with kids, early spring travel period.***



**But there's a better way to build the  
CONTEXT**



# CONTEXT

---

What's it for?

Let's plug that into our prompt:



## Prompt

You're a sales expert for travel packages.

Create a presentation outline about Greece.

Here's the info to base it on: €2300 price, designed for families with kids, early spring travel period.

***Before we start, ask me 5 key questions to better understand the context of the request.***

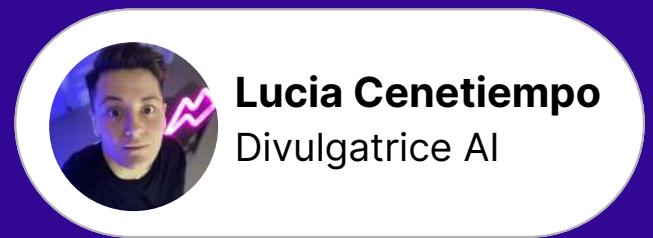


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Divulgatrice AI

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# QUESTIONS?

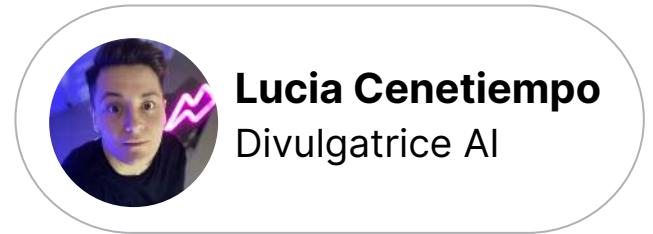
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3

# REAL-WORLD USE

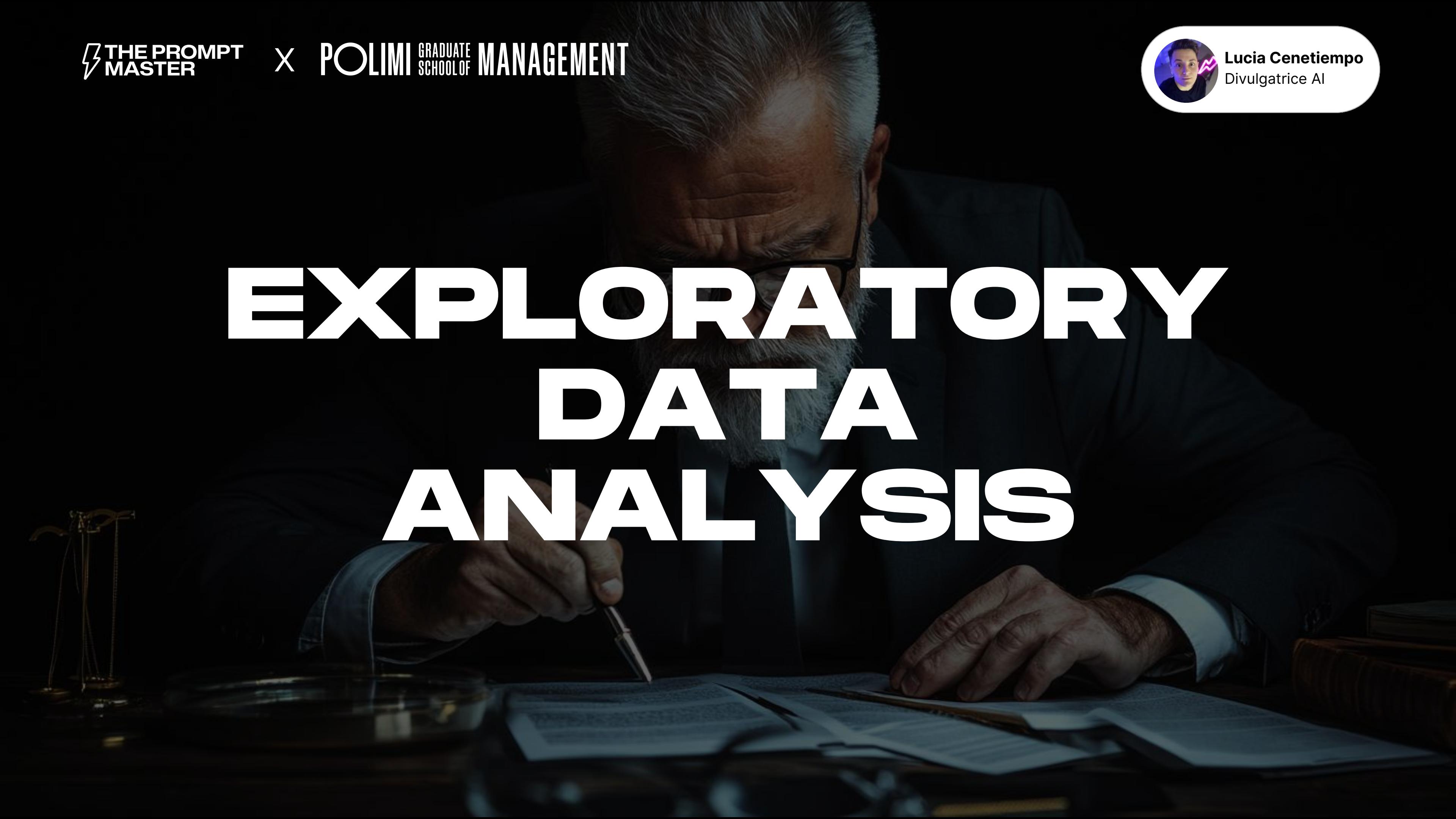


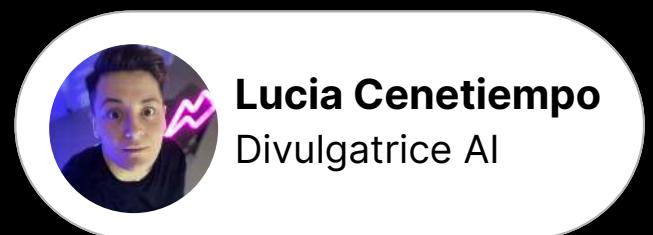


So what?

**HOW CAN YOU BRING  
THIS INTO YOUR  
BUSINESS?**

# EXPLORATORY DATA ANALYSIS





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**1**

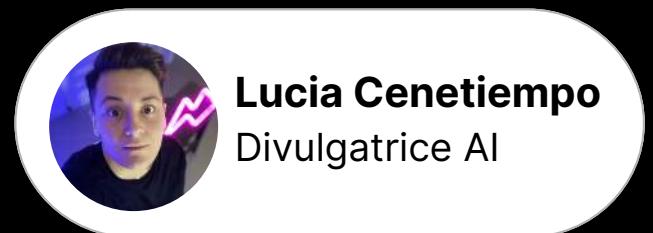
You're an expert in data science.



Attached is a dataset with e-commerce sales data from the past 3 years.

Suggest 10 exploratory questions that can help kick off the data analysis and uncover hidden patterns.

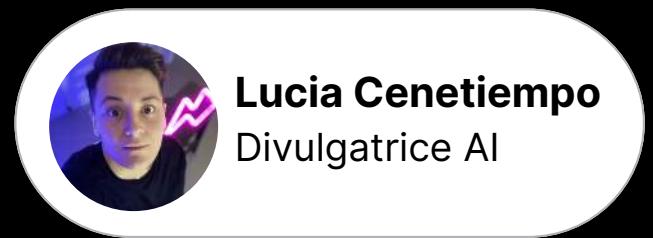
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2

For each of the exploratory questions above,  
suggest which columns in the dataset are relevant  
and what kind of analysis I could perform.

↗

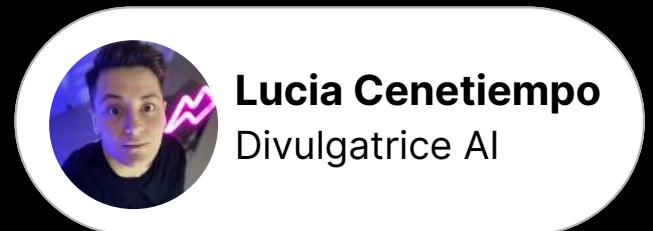


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3

Proceed with the analysis of the first three points.



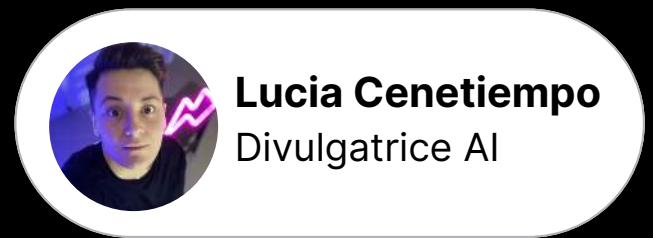


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4

Proceed with the next four points.



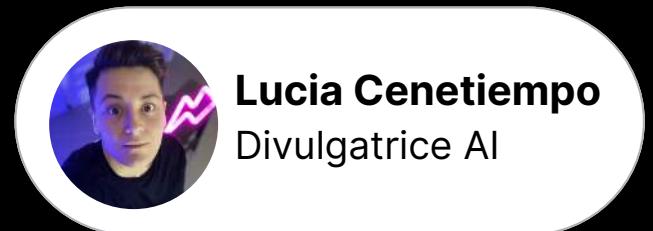


---

5

Proceed with the next three points.





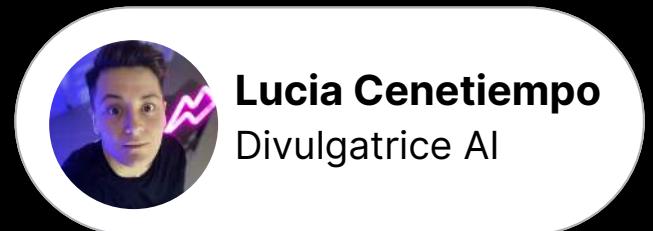
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**6**

List 5 potential hidden patterns or anomalies I could look for in the dataset, and suggest strategies to identify them.

↗

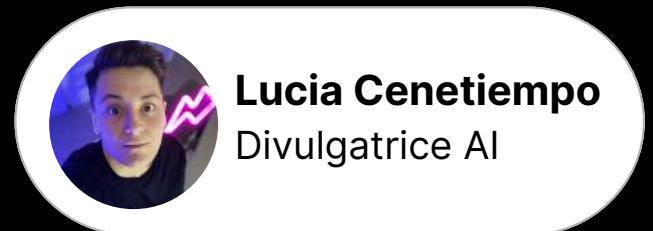
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7

Go ahead with the suggested strategies.

↗

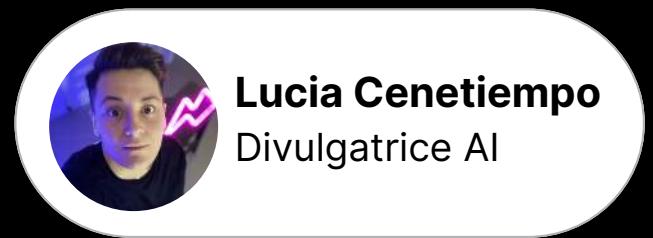


8

↗

Write a full report with all the analyses performed.

Structure it by highlighting each finding and the insights that can be drawn from the data for that specific finding.

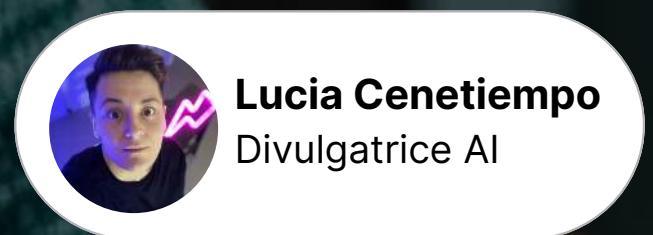


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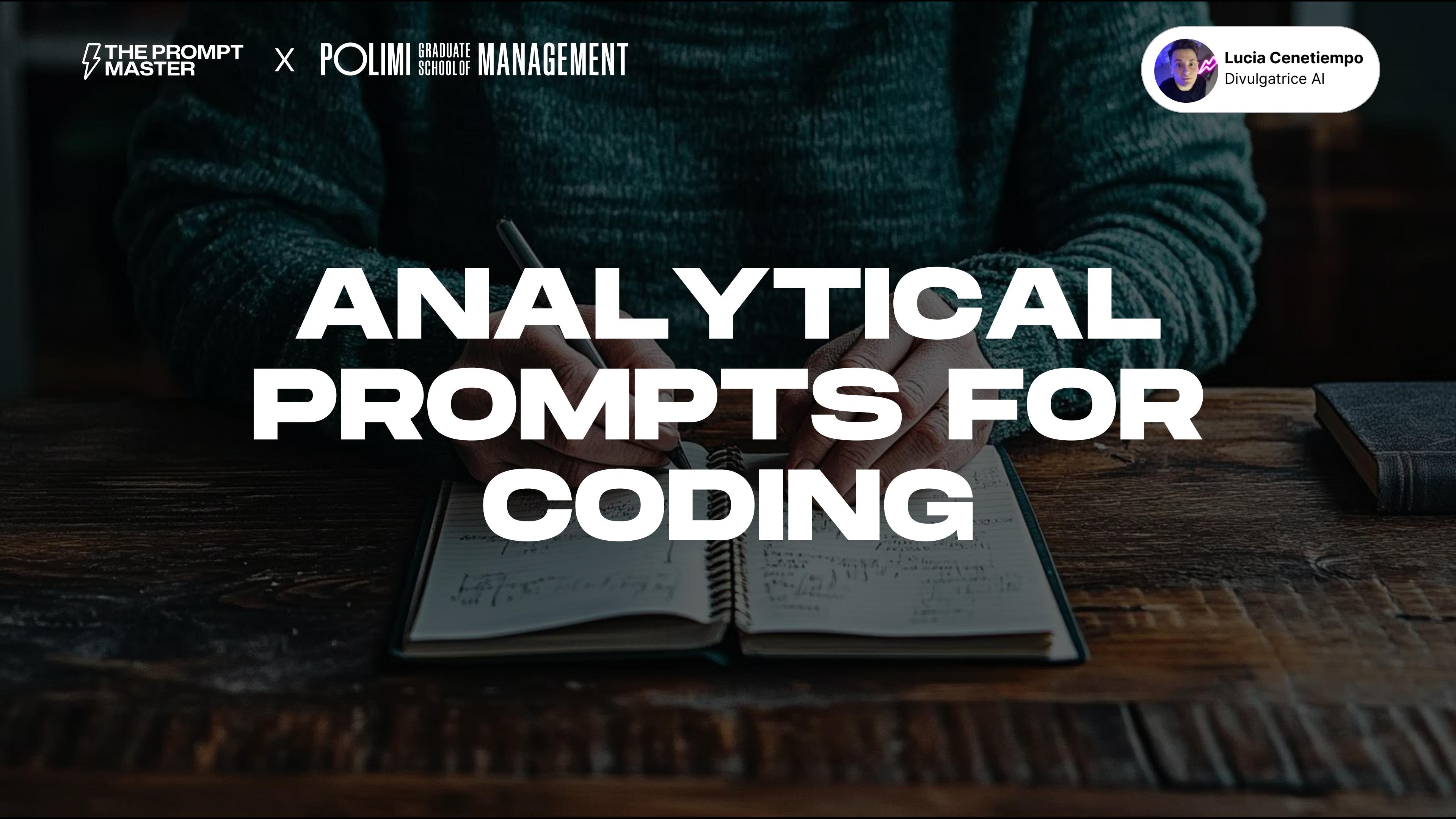
9

Generate the file "report.docx"





# ANALYTICAL PROMPTS FOR CODING



The background of the slide features a photograph of a person's hands writing in a spiral-bound notebook with a pen. The notebook is open, showing some handwritten text on the pages. In the background, there is a stack of several old, worn books. The lighting is dramatic, with strong highlights and shadows, creating a focused and academic atmosphere.

---

**1**

You're an expert in data science.



Write a Python script using Pandas and Matplotlib to analyze the distribution of sales by product category and visualize it with a sorted bar chart.

2

Integrate the previous code with an analysis of the correlations between price, quantity sold, and profit margin. Include a heatmap and explain how to interpret it.

↗

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**3**

Write a script to identify outliers in the ‘margin’ column using the IQR method and visualize them with a boxplot.

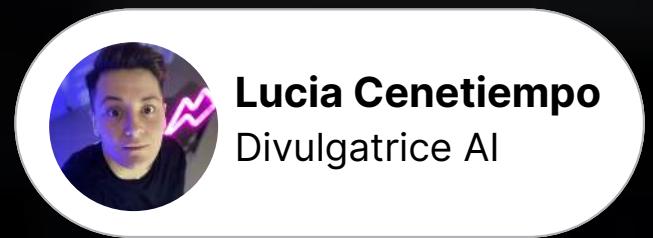


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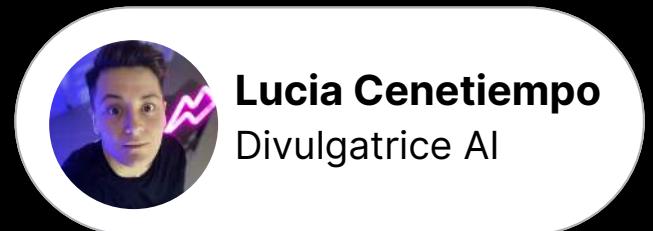
4

What are the conclusions from this data?





COMMUNICATE  
DATA IN A  
SIMPLE WAY



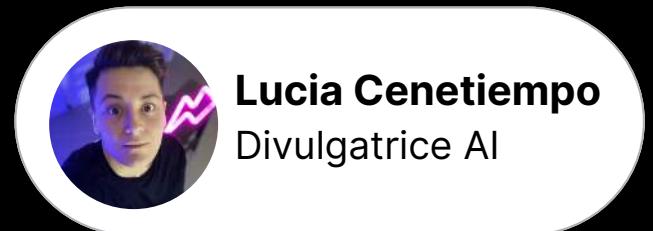
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**1**

You're an expert in data science.



Summarize the main insights from the exploratory analysis of the e-commerce dataset in 5 bullet points, making them easy to understand for a managerial audience.



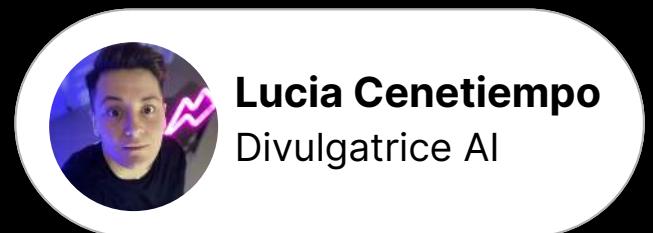
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**2**

Based on the insights, create an outline for a presentation aimed at the business team to go over all the findings and conclusions in detail.

↗

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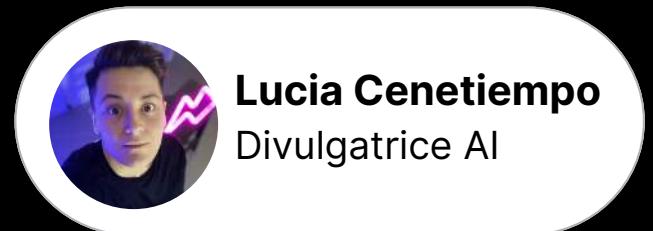


3

Structure in chat the presentation following the provided outline.

Create each slide with a title, chart, key takeaway, and a final recommendation based on the sales analysis.





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4

Let's generate all the charts.

Let's start with chart 1.

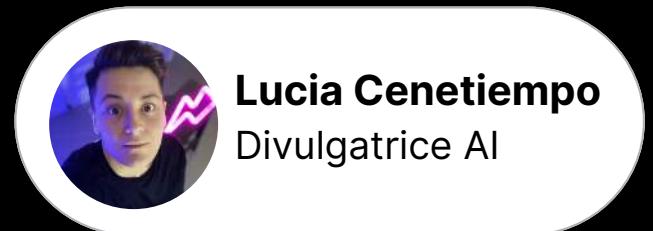
↗

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5

Proceed with chart 2



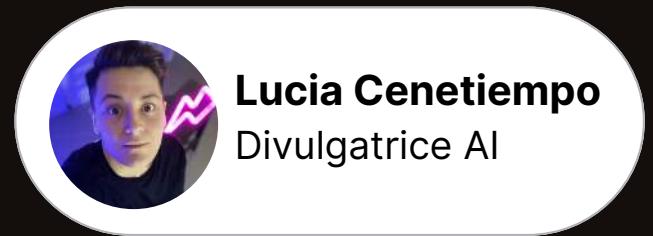


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**6**

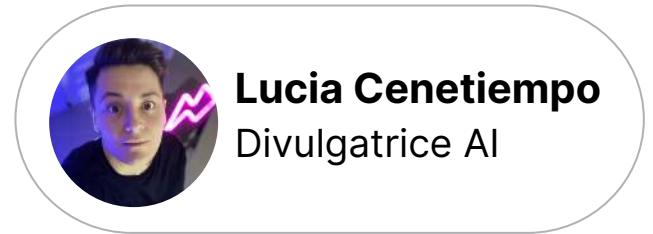
Help me write an executive summary with the results of the analysis and the implications for the marketing and sales teams.

**↗**



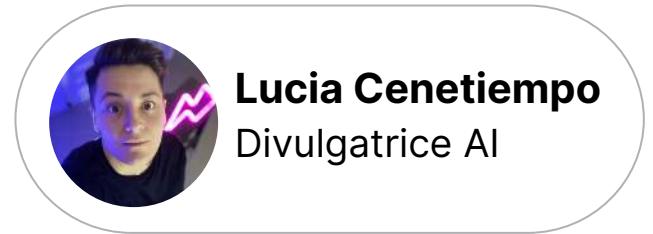
Your turn.

LET'S WORK ON  
A REAL USE CASE:



**Let's make it interactive.  
Scan the QR code to access the exercise files.**





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# CASE

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**An e-commerce platform has seen a drop in mobile conversion rates.**

**They want to understand whether it's due to a technical issue, UX problems, or something related to their user target and find concrete solutions.**

 **Available data:**

- Desktop vs. mobile conversions
  - Time-based analysis by time slot
  - Segmentation of active vs. inactive users
  - Geographic area"
-

# WHAT YOU NEED TO DO: ↗

Here are the project stages where you'll need to use ChatGPT:

Duplicate the file Exercise 1 and note down your prompt and the output you received for each stage.

## ↗ Problem Definition

Define the business goal and translate it into an analytical question.

## ↗ Initial exploration

Check quality, spot trends, and identify potential gaps or signals.

## ↗ Hypothesis

Formulate assumptions to guide your analysis and help prioritize what to investigate.

## ↗ Analysis

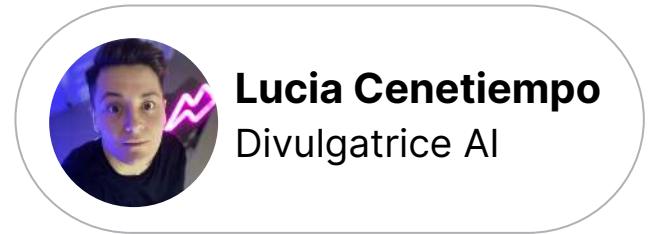
Compare groups, test hypotheses, find patterns, validate insights.

## ↗ Recommendations

Summarize findings into clear insights to business actions or decisions.

## ↗ Communication

Tailor the analysis to your audience with the right format: slide, report, email...



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# CASE

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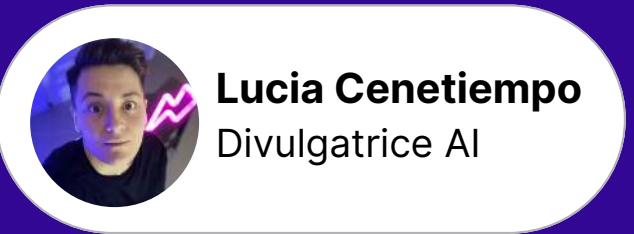


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  - Geographic area"
-



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# YOU CAN FIND ME HERE:

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Lucia Cenetiempo

**Instagram**

@the\_prompt\_master

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>>>>

# THANK YOU



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>>>>

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