

Course 3, Lesson 8: AI-Driven Analytics: The AI "Data Analyst"

1. Core Concept & Learning Objective

Concept: You have the "data" (from C2, L10), but "data" is not "answers." An AI "Data Analyst" (like ChatGPT's "Advanced Data Analysis" or Notion AI) can *read* your *raw* data (e.g., a "CSV export" of your analytics) and *tell you what it means*. It can "read" 10,000 rows of data, "find the patterns," and "give you the 3-bullet summary" (the "hypothesis") 100x faster than a human.

Learning Objective: By the end of this lesson, you will **analyze** 3-5 "AI Data Analyst" tools. You will **"feed"** a raw "CSV export" (of your C2 analytics) to an AI and **prompt** it to *find 3 "data-driven" hypotheses* for your next (C2, L9) "batch."

2. Interactive Content Activities (3 Activities)

Activity 1: The "AI-Data" Tool Audit (Tool Exploration)

- **Description:** We're finding the "AI" that can "read" *data* (spreadsheets), not just "text" (prompts).
- **Instructions:**
 1. Review these 3 "AI Data" tools:
 2. ChatGPT ("Advanced Data Analysis"): (Formerly "Code Interpreter").
 - *Pro:* This is the "gold standard." You *upload* a file (CSV, XLS). You *ask it* "What does this mean?" It *runs Python code* to analyze it.
 3. Gemini (Advanced):
 - *Pro:* Can "read" Google Sheets *natively*. (e.g., "Look at 'Sheet1' and tell me the 'Top 5'").
 4. Notion AI (Q&A):
 - *Pro:* Can "Q&A" (search) *across* your "Second Brain" (L2) (e.g., "Find all 'notes' tagged 'AI-Analytics'").

5. Your "Drill Sergeant" Choice: We will focus on ChatGPT (Adv. Data Analysis) as it's the *most powerful* for "uploading" and "analyzing" raw files.

- **Expected Outcome:** You understand that "AI Data" tools are *different* from "AI Text" tools.

Activity 2: The "Data Export" (The "Input")

- **Description:** The AI can't "read" your "TikTok app." We have to "export" the "raw data" (a CSV/XLS file) so the AI can "eat" it.
- **Instructions:**
 1. Go to your "TikTok Analytics" (Desktop) or "IG Insights" (or your "Email" provider, e.g., ConvertKit).
 2. Find the "Export" button.
 3. Export "Last 30 Days" of "Video Performance" (or "Email performance") as a .CSV file.
 4. (Self-Paced Note: If you have no data, use a "demo" CSV of "TikTok Analytics" [Link to demo data]).
- **Expected Outcome:** You have a ".CSV" file of your "raw analytics." This is the "Input."

Activity 3: The "AI-Analyst" Prompt (Tool Exploration)

- **Description:** We are "hiring" our AI "Data Analyst" (ChatGPT) to *read* the "boring" CSV (Act 2) and *give us* the "smart" (C2, L10) "Hypothesis."
- **Instructions:**
 1. Open ChatGPT (Adv. Data Analysis).
 2. Click the "+" (Upload) button. Upload your ".CSV" file (Act 2).
 3. The "AI-Analyst" Prompt:
 - "Act as my 'AI Data Analyst.' You are a 'Drill Sergeant' (L7). You *hate* 'vanity metrics' (Likes). You *love* 'profit metrics' (Watch Time, Shares, Saves, Profile Visits) (C2, L10).
 - I've uploaded my 'TikTok CSV' (Last 30 Days).

- Your job is to:
 - 1. Analyze this file.
 - 2. Identify the "Top 3" (Winner) videos based *only* on [Watch Time, Shares, Saves].
 - 3. Identify the "Bottom 3" (Loser) videos.
 - 4. Give me 3 "*data-driven*" hypotheses (C2, L10) for my *next* content batch (e.g., 'The data shows 'Listicle' (L3) videos have 2x the 'Saves'. You should make more 'Listicles'.')."
- **Expected Outcome:** The AI will "run code," "read" your CSV, and *deliver* 3 "CEO-level" (C2, L10) *answers* (hypotheses), saving you 3 hours of "spreadsheet-hell."

3. Assignment & Project Milestone (Portfolio Deliverable)

Assignment: The "AI-Analyst" Report

- **Description:** This is "proof" you can *use* AI to *analyze* data. You will submit the "prompt" you used *and* the "hypotheses" (the output) the AI gave you.
- **Step-by-Step Instructions:**
 1. Create a new document titled "[Your Name] - AI-Analyst Report."
 2. **Section 1: The "Data Input"**
 - Take a *screenshot* of your ".CSV" file (or the "demo" data) (just the first 5 rows).
 3. **Section 2: The "AI-Analyst" Prompt (The "Input")**
 - Paste your *complete* "AI-Analyst" prompt from Activity 3.
 4. **Section 3: The "AI-Analyst" Output (The "Answers")**
 - Paste the *full output* from the AI, *especially* the "Top 3" / "Bottom 3" and the "3 Data-Driven Hypotheses."
 5. **Section 4: The "CEO" Decision (The "Action")**
 - (e.g., "Based on this, my 'CEO' (L1) decision is to 'double-down' on 'Listicle' (L3) videos for my *next* C2, L9 batch.")

- **Evaluation Criteria:**

- *Excellent*: The student provides *all* inputs and outputs. The "AI-Analyst" Prompt (Act 3) is *detailed* (includes "role," "vanity vs. profit" [C2, L10], and "deliverables"). The "CEO Decision" (Act 4) *logically* follows the "AI-Analyst" Output (Act 3).
- *Adequate*: The student just pastes the "AI-Output" (Act 3) but *not* the "Prompt" (Act 3) or the "Data Input" (Act 2).
- **Connection to Final Project**: This "AI-Analyst" Report (and the "AI-Analyst" prompt) is Section 8: The "AI-Data Analyst" SOP of your AI-Powered Operations Playbook. This is the "feedback loop" (C1, L12) *supercharged* with AI.

4. End-of-Lesson Assessment (7 Questions)

1. (MC) What is an "AI Data Analyst" (in this lesson)?
 - A) A "tool" (like ChatGPT Adv. Data Analysis) that can *read* a "raw data file" (CSV) and *tell you* (in plain English) what "patterns" it sees.
 - B) A "tool" that "predicts" how many "Likes" (C2, L10) you'll get.
 - C) The "AI-COO" (L6).
 - D) The "Digital Twin" (L7).
2. (MC) Why *can't* we just "ask" the AI (like in L3) to "read" our analytics?
 - A) We *can*, but it's not "data."
 - B) Because the AI (in a "normal" chat) *can't* see the "private" data *inside* your "TikTok app" (or "Email" app).
 - C) Because "data" is not "text."
 - D) We *must* "Export" a "raw data file" (CSV) (Act 2) so the AI can "eat" (upload/analyze) it (Act 3).
3. (MC) In the "AI-Analyst" Prompt (Activity 3), we *specifically* told the AI *not* to look at "vanity metrics" (Likes) and *only* look at "profit metrics" (C2, L10). Why?
 - A) Because "Likes" are "bad."

- B) Because we are "CEOs" (L1), and we *must direct* the AI to look at the metrics that *actually* "grow the business" (Watch Time, Shares) (C2, L10), not just the ones that "feed our ego."
 - C) Because the AI "hates" "Likes."
 - D) Because "Likes" "break" the AI.
4. (SA) What "AI Data" tool did we *recommend* for "uploading" and "analyzing" raw CSV files?
 5. (SA) What "raw file" (the "Input") did we "export" (Act 2) to feed to the AI?
 6. (SA) What 4 "Deliverables" did we ask the AI for in the "AI-Analyst" Prompt (Act 3)?
 7. (Scenario) A student (C2, L10) spent 4 *hours* "manually" digging through their "spreadsheet" (CSV) to "find the 'Winner' videos." What "Drill Sergeant" (L1) advice would you give them, based on *this* lesson (L8)?

Correct Answers: 1(A), 2(D) (B+C are why D is the answer), 3(B) 4. ChatGPT ("Advanced Data Analysis") (Formerly "Code Interpreter"). 5. A ".CSV" (or .XLS) file (of our TikTok/IG/Email analytics). 6. 1. Analyze file, 2. "Top 3" (Winners), 3. "Bottom 3" (Losers), 4. "3 Data-Driven Hypotheses." 7. (Example) "You're acting like a '\$20/hr Technician' (L1), not a 'CEO.' You wasted 4 hours (a \$2,000 'CEO' task) doing a 4-second 'AI-Analyst' (L8) task. Stop 'digging' for data (manual). Start 'directing' (AI).