

Advanced Business Analytics Practicum

Pragmatic Data Science

Session 2. GenAI Powered Analytics

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Agenda

Today

- HK GS1 Sharing
- Fundamental Mindset of Pragmatic Data Science
- Python Data Analytics Basics
- HK GS1 Sharing
- Case Study: How to get into Fudan or SJTU as a Shanghai kid?
- Case Study: Work with GenAI to improve your productivity.

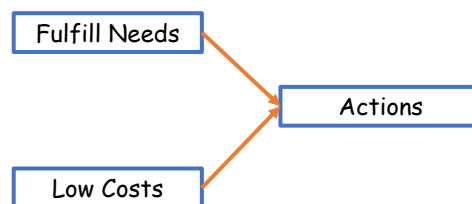
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Fundamental Mindset of Pragmatic Data Science

Can your stakeholder do anything with your results?

- **Actionable insights:** Your stakeholder can directly improve something following your results.
- **Useful knowledge:** Your stakeholder can make some long-term strategic shifts based on your results.



A very useful YouTube channel in pragmatic data science: <https://www.youtube.com/@pragmaticdata>.

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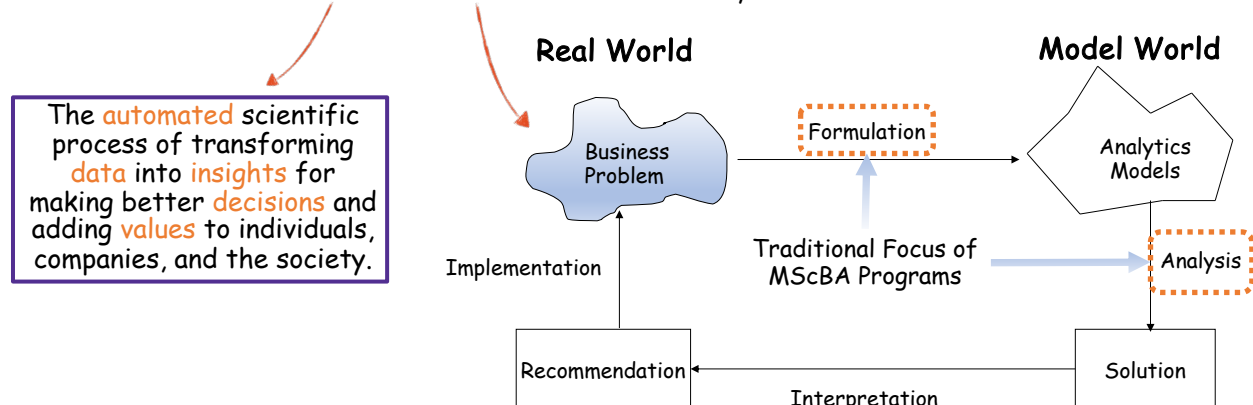
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Data Science is Craft

You could learn data science/analytics only by doing it yourself.

纸上得来终觉浅
绝知此事要躬行

- Formal but useless **definition** and **flow chart** of business analytics :



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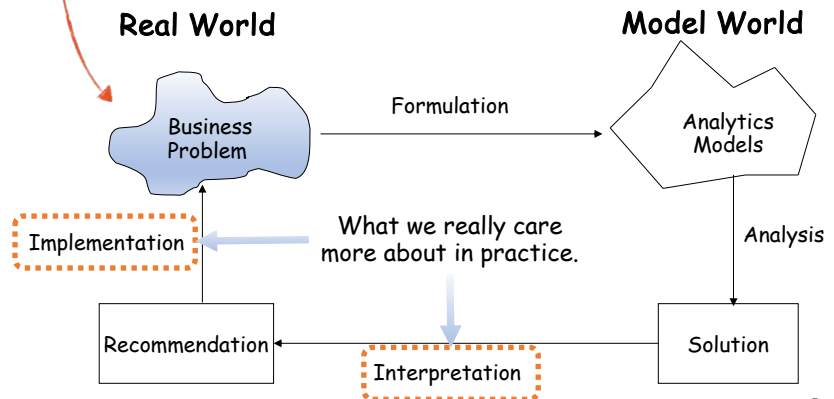
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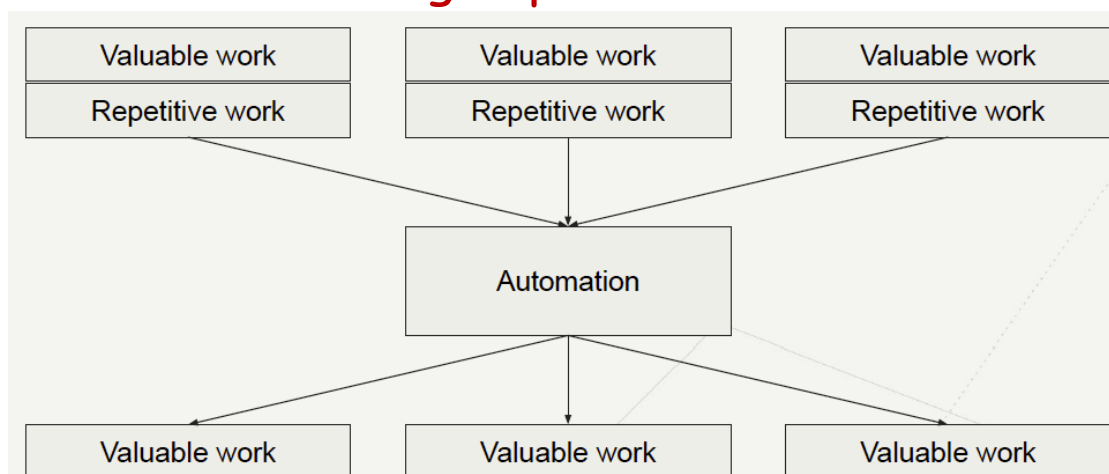
The automated scientific process of transforming data into insights for making better decisions and adding values to individuals, companies, and the society.



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Ideal Automation

Automation is to scale up valuable works by removing repetitive works.



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How Do We Achieve Automation?

Programming, GUI, API, and GenAI

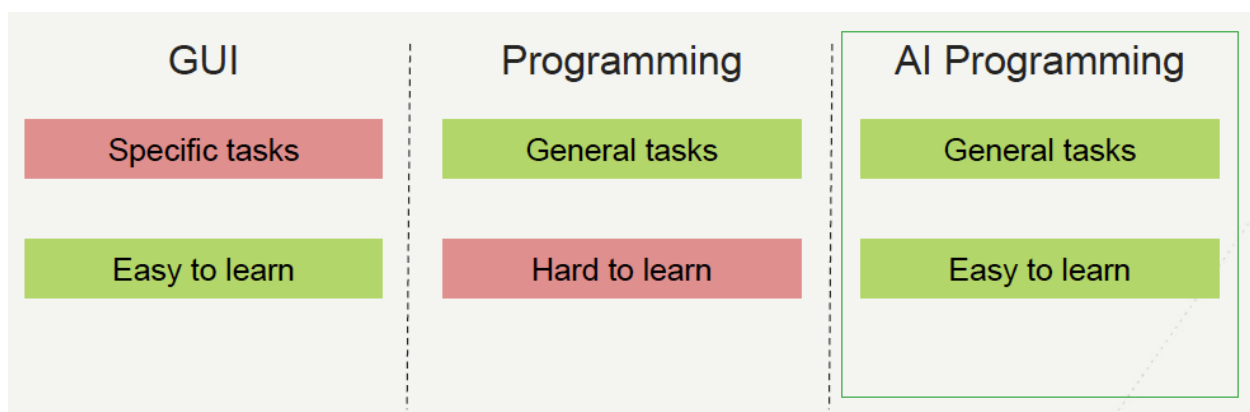
- Programming: We directly use **computers' language** to control the computers to do our works.
- Graphical User Interface (GUI): We use **clicks of buttons** to tell the computer what to do.
- Application Programming Interface (API): We use **code** to send requests to computers to do our works.
- GenAI-Assisted Programming: We use **natural language** to **generate the code** for computers to do our works.
- Case Study: <https://chatgpt.com/share/4c3a1e14-1ee9-4abe-bb11-4cdcfa3baae1>

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From GUI to AI Programming

AI programming is the sweet-spot for automation.



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