

GenAI Business Analysis Case Study

1. Business Context:

You are part of a business analysis team working with a retail company aiming to improve strategic planning using GenAI. The company wants to leverage AI to perform SWOT and PESTLE analysis based on market data, customer feedback, and external factors.

2. Problem Statement:

The company lacks a structured approach to analyze external and internal factors affecting its business. They want to use GenAI to automate insights generation and strategic analysis.

3. Student Tasks:

- Use the provided dataset to perform SWOT analysis using GenAI prompts.
- Use GenAI to extract PESTLE insights from the dataset.
- Summarize findings in a strategic report.
- Suggest business recommendations based on analysis.

4. Evaluation Criteria:

- Accuracy of SWOT and PESTLE categorization.
- Quality of GenAI prompts and outputs.
- Strategic relevance of recommendations.
- Clarity and structure of the final report.

5. Sample Solution Outline:

- SWOT Analysis:

Strengths: AI integration, strong GDP growth

Weaknesses: Legacy system upgrade, IP litigation

Opportunities: Sustainability focus, eco-friendly packaging

Threats: Regulatory fines, competitor price reduction

- PESTLE Analysis:

Political: Tax reform, labor law update

Economic: Currency fluctuation, unemployment rise

Social: Health consciousness, diversity inclusion

Technological: Cloud migration, cybersecurity enhancement

Legal: Licensing issues, compliance audits

Environmental: Climate change impact, waste management