
THE PROMPT MASTER

>>>>>

SMART PROMPTING FOR BUSINESS IMPACT



>>>>>

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Welcome back!

**READY FOR AN INTENSE
AFTERNOON?**

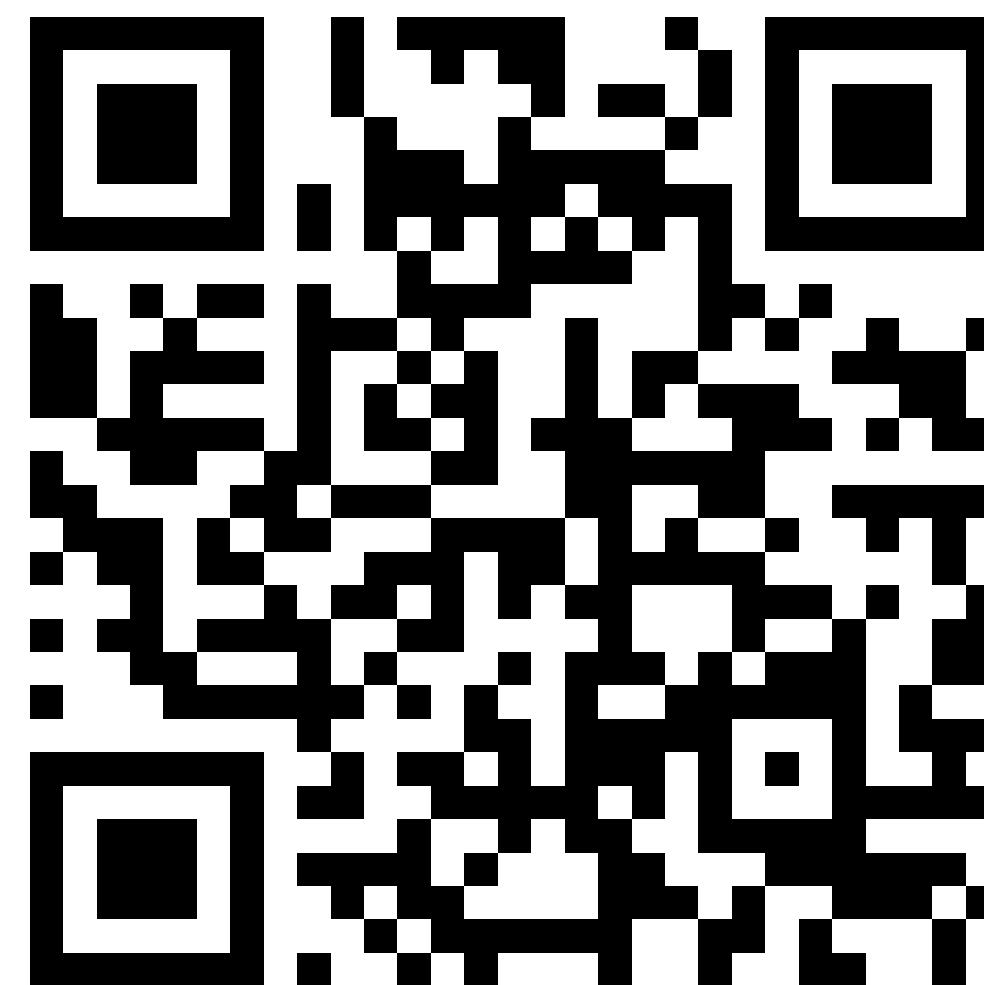


DOWNLOAD THE SLIDES.



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

Yes, they're different from this morning's.





3

REAL—WORLD USE





FROM IDEA TO TEST



1

You're an expert in data science.



Attached is a dataset for an e-learning platform that has a low completion rate for free courses.

It's suspected that initial engagement is too weak.

Generate 5 hypotheses about what might be causing users to drop out early.



2

For each of the proposed hypotheses, suggest an experiment idea to test during the first 7 days of the course.





3

Simulate 3 completely different approaches to increase engagement in the first days of the course: one motivational, one based on gamification, and one personalized to the user profile.





4

Take the 3 most promising experiments and structure a small test plan for each one:

objective, target group, KPI, duration, and data collection method.





5

For each experiment, define one primary success metric and one secondary supporting metric.

Explain how to use them to interpret the results.





6

Suggest how I could use a sequential analysis (step-by-step testing) to quickly validate the most promising experiments and discard the less effective ones.





7

Among the 3 proposed experiments, select the one with the best impact-to-complexity ratio.

Justify your choice with 3 strong arguments.





8

Write a short pitch to present the selected experiment to the team.

Include:

- what we're testing
 - why we're testing it
 - what we expect to learn
-

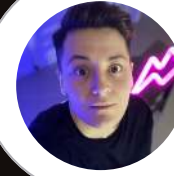




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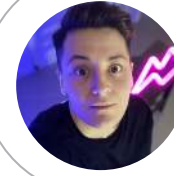
Create an operational checklist for the product and design team with the steps to follow before launch.





Ok, but

HOW DO WE KNOW
IF THE PROMPT IS
WELL WRITTEN?



4 BASIC STRATEGIES



AI doesn't make mistakes, it responds to exactly what you asked.

If the output is weak, the problem is almost always the prompt.

Reformulation

change words, structure, or length

Step-by-step prompting

guide the AI to reason in stages

Few-shot prompting

give examples before asking

Output tuning

specify format, tone, and level of detail



+

FINE TUNING

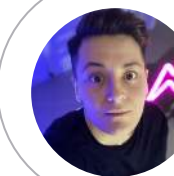


 **Instead of:**

Generate a hypothesis to
increase clicks.

 **Try with:**

**Act as a PM.
Suggest 3 hypotheses to
improve mobile CTR, explaining
the metrics and risks for each.**



Let's make it interactive.

Scan the QR code to access the exercise files.





WHAT YOU NEED TO DO:



Pick one prompt you used today.

↗ Step 1:

Identify the problems in the output: too vague, not useful, too long, etc.

↗ Step 2:

Write an improved version of the prompt and compare the output.

↗ Step 3:

Use at least one of the 4 techniques we covered earlier.

Duplicate the file Exercise 2 and describe:

↗ What wasn't working

↗ What you changed

↗ How the output improved



QUESTIONS?



FINAL GROUP CHALLENGE

Use AI to solve a real business case
and communicate your results.



WHAT YOU'LL DO



Each group will:

- Work on a real-world business case
- Use GenAI to explore, analyze and decide
- Create a clear and actionable output
- Present their work in 3–5 minutes



HOW WILL IT WORK?



Here are the rules

↗ Work in teams

↗ Choose your case

↗ Use AI strategically

↗ Be clear, not perfect

↗ Choose the speaker

↗ Present your work

35 Minutes to work – 5 minutes per team to present

Choose your business case

CASE A

A food delivery platform is facing churn among new users. After their first experience, many don't return.

Goal:

understand why and suggest data-driven actions to improve retention.

CASE B

A retail chain has launched a new loyalty program. Early analysis shows unclear impact on sales.

Goal:

provide hypotheses, design an experiment, and present a recommendation.



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GREAT WORK TEAMS



YOU'VE APPLIED:



↗ **Communication
and language**

↗ **Problem
framing**

↗ **Critical thinking
and attention**

Exactly what Gen AI need... Do you remember?

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



YOU CAN FIND ME HERE: ↗

Linkedin

Lucia Cenetiempo

Instagram

@the_prompt_master

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>>>>>

**THANK
YOU**



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