
THE PROMPT MASTER

>>>>

SMART PROMPTING FOR BUSINESS IMPACT



>>>>

WWW.THEPROMPTMASTER.IT

I'M

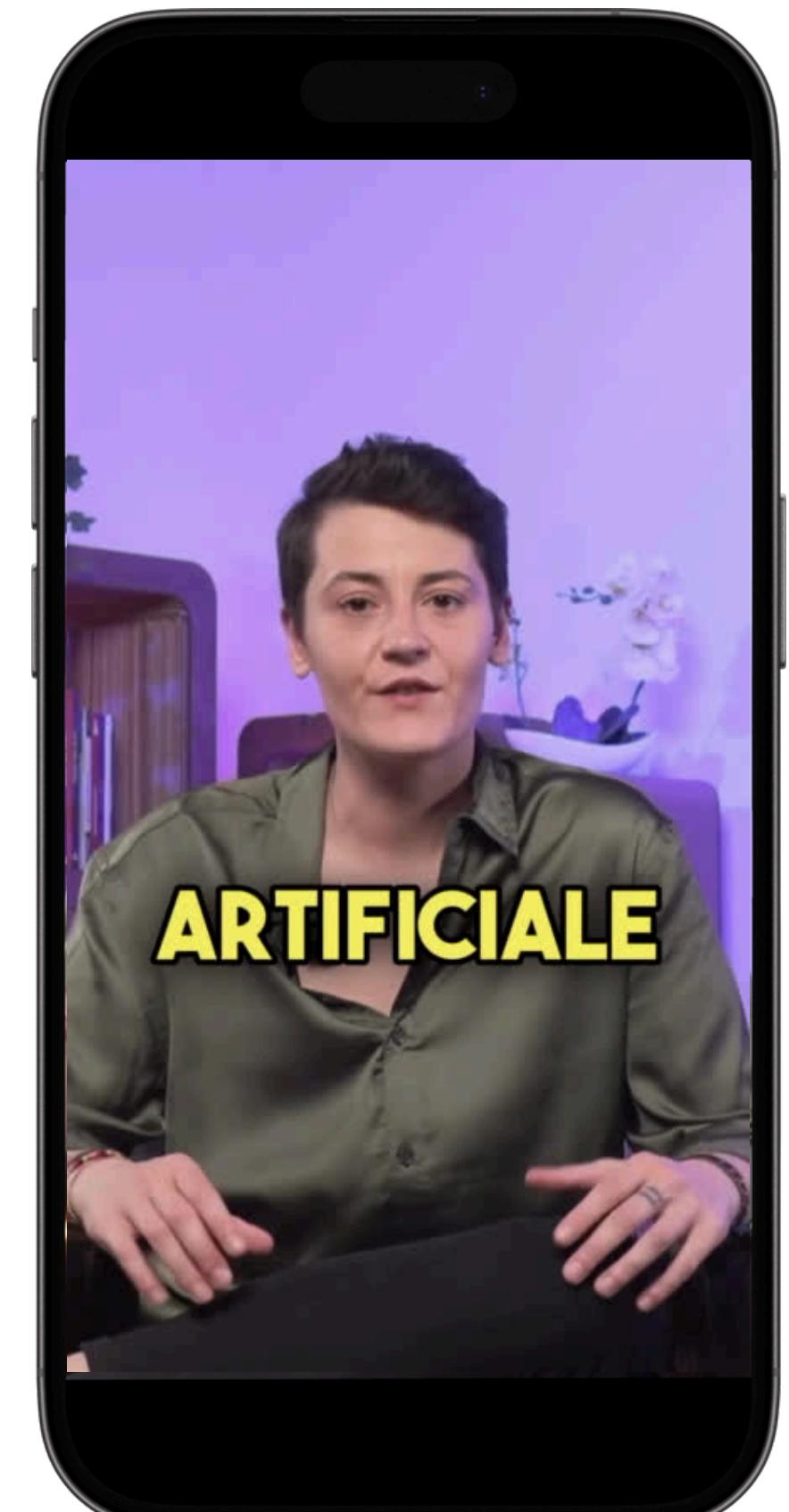
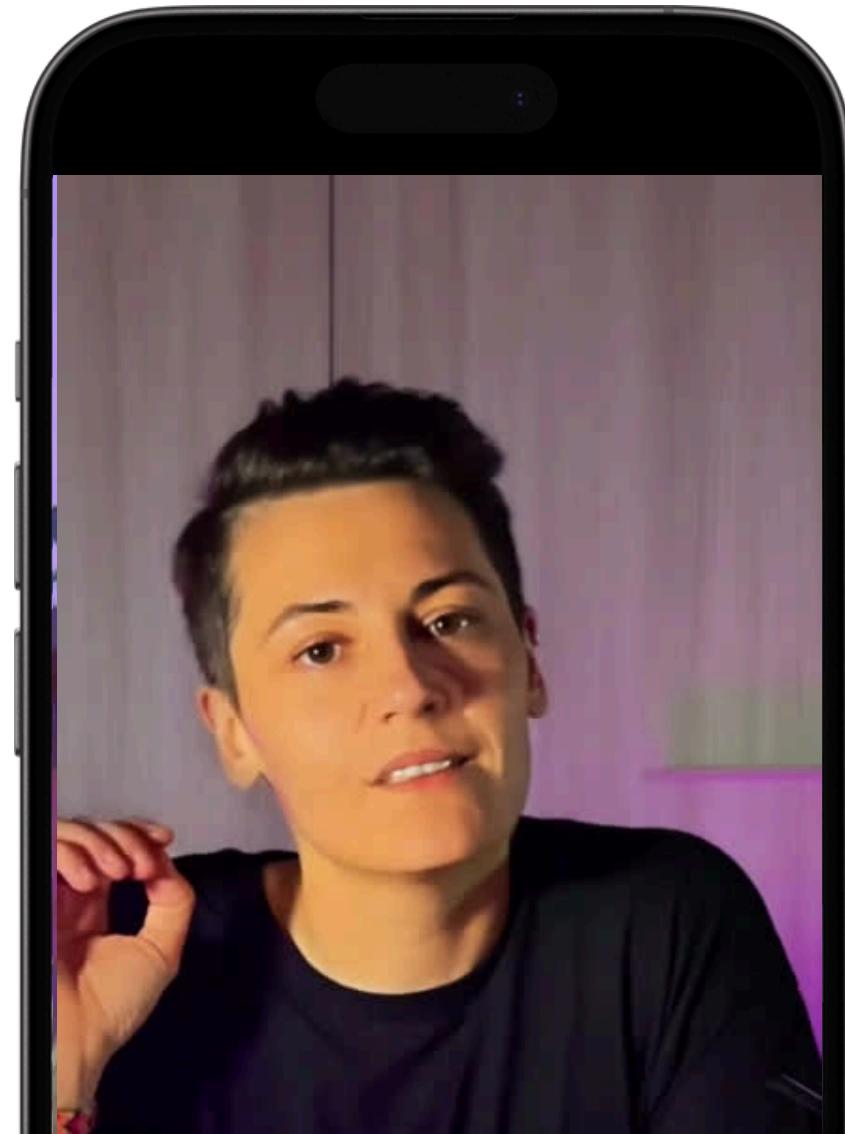
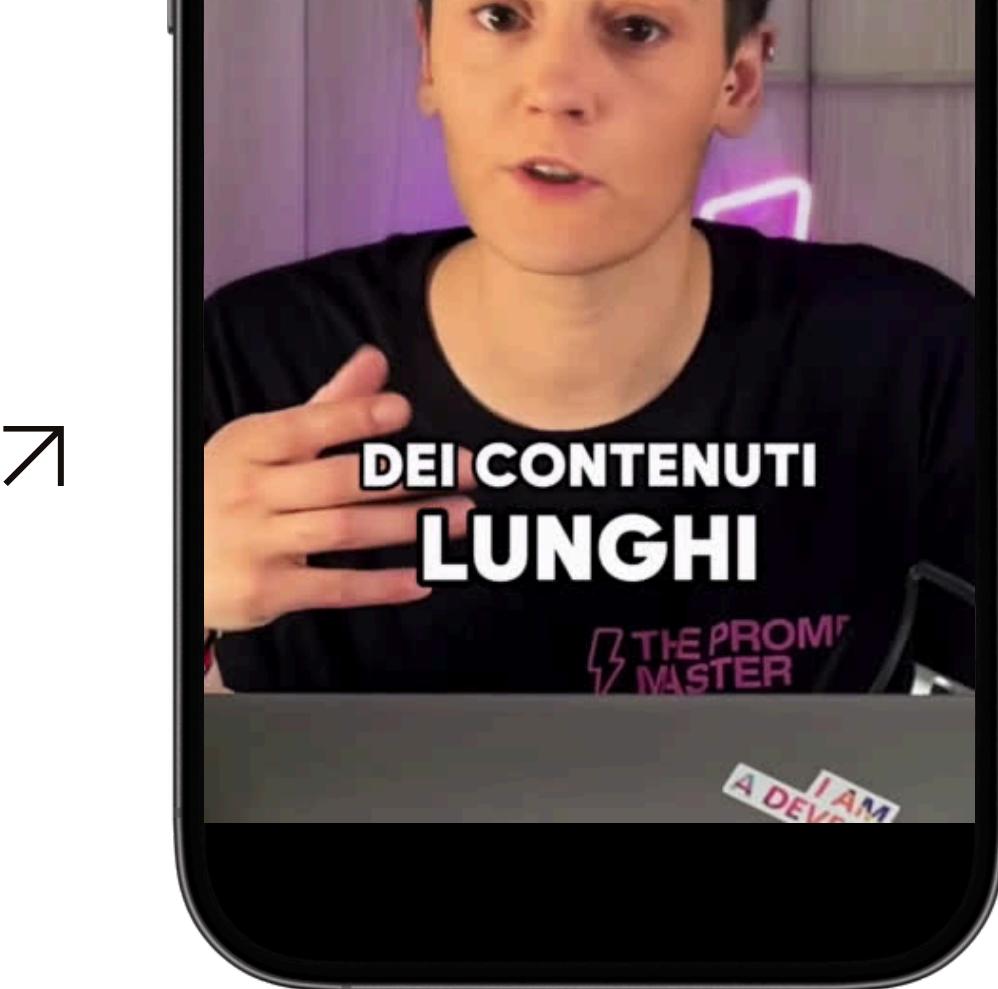
LUCIA CENETIEMPO

 @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



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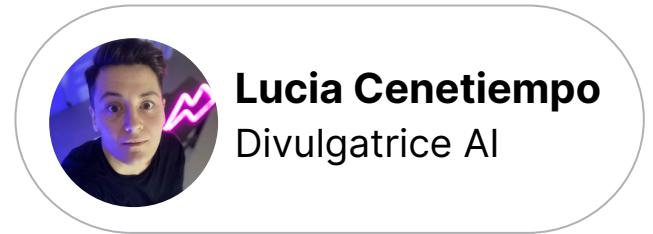
HOW DO I DO IT?

 @the_prompt_master

 @luciacenetiempo

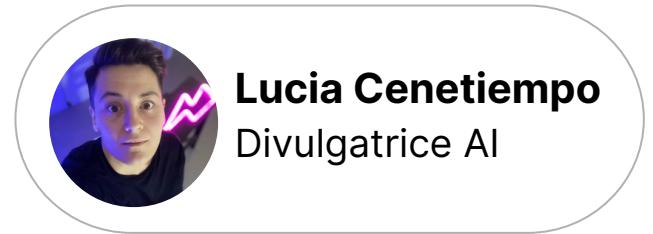
I show how this technology can
boost productivity and streamline many
business processes.

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.



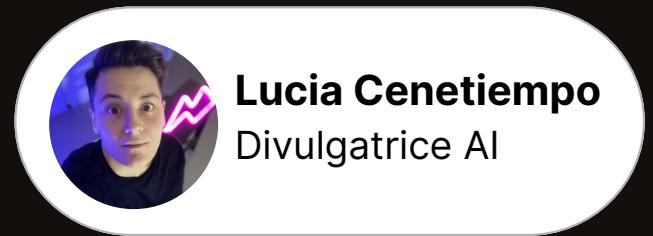
Let's start with a question.

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

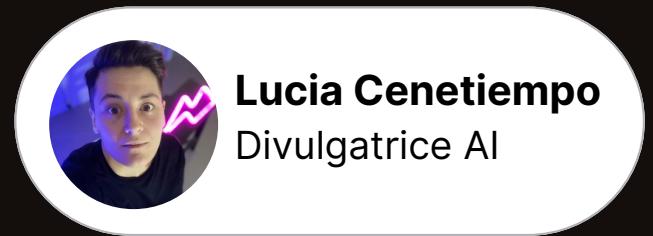


**Let's make it interactive.
Scan the QR code and send your answer.**

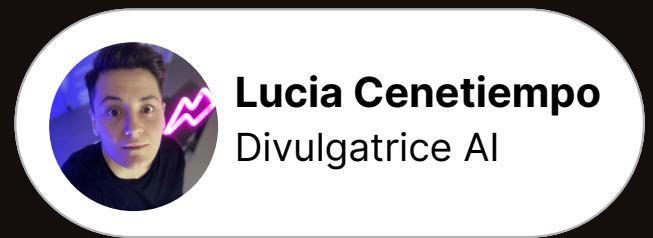




I DON'T



**It's not the future.
IT'S THE PRESENT.
IT'S HAPPENING
RIGHT NOW.**



AGENDA



1

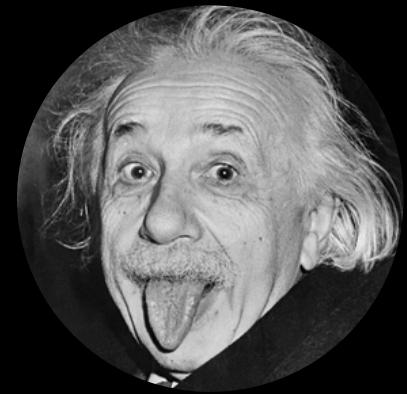
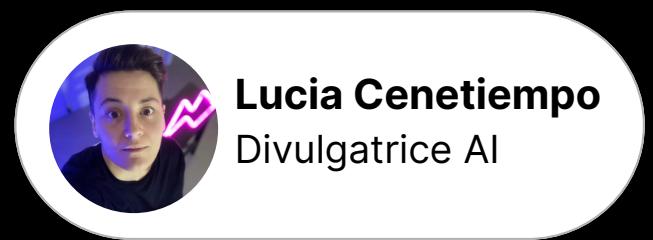
A BIT OF CONTEXT

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



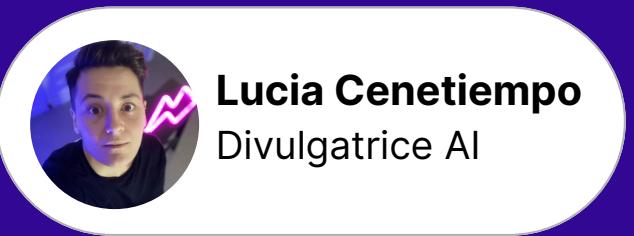
MY GOAL:

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

DOWNLOAD THE SLIDES.

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

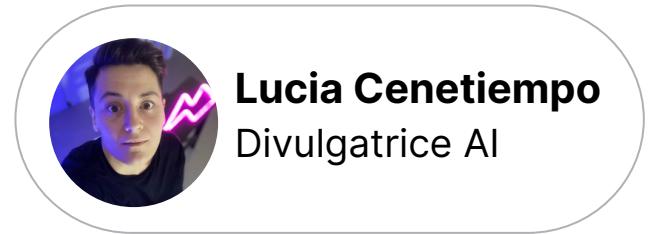




1

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.

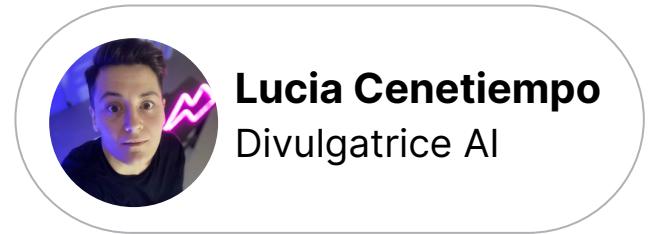
↗ 66% of leaders

say they wouldn't hire someone without AI skills.

↗ 71% of managers

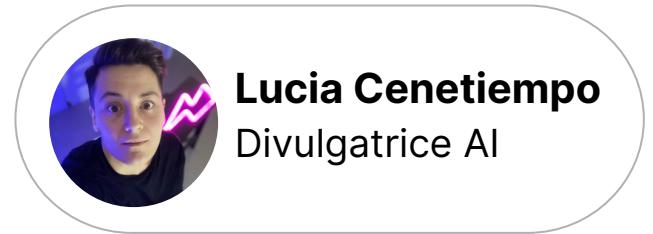
would prefer a less experienced candidate if they had AI skills.





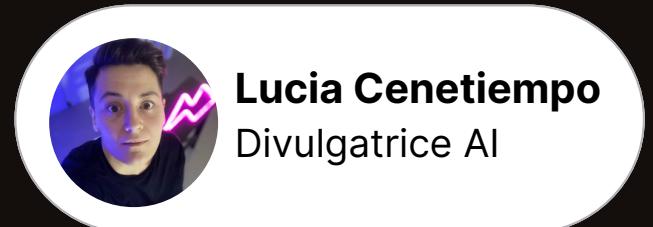
So...

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

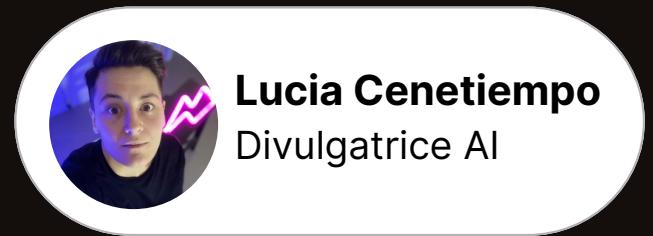


**Let's make it interactive.
Scan the QR code and send your answer.**





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.

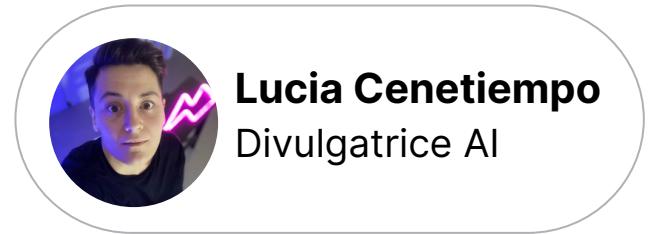


Why all this hype?



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





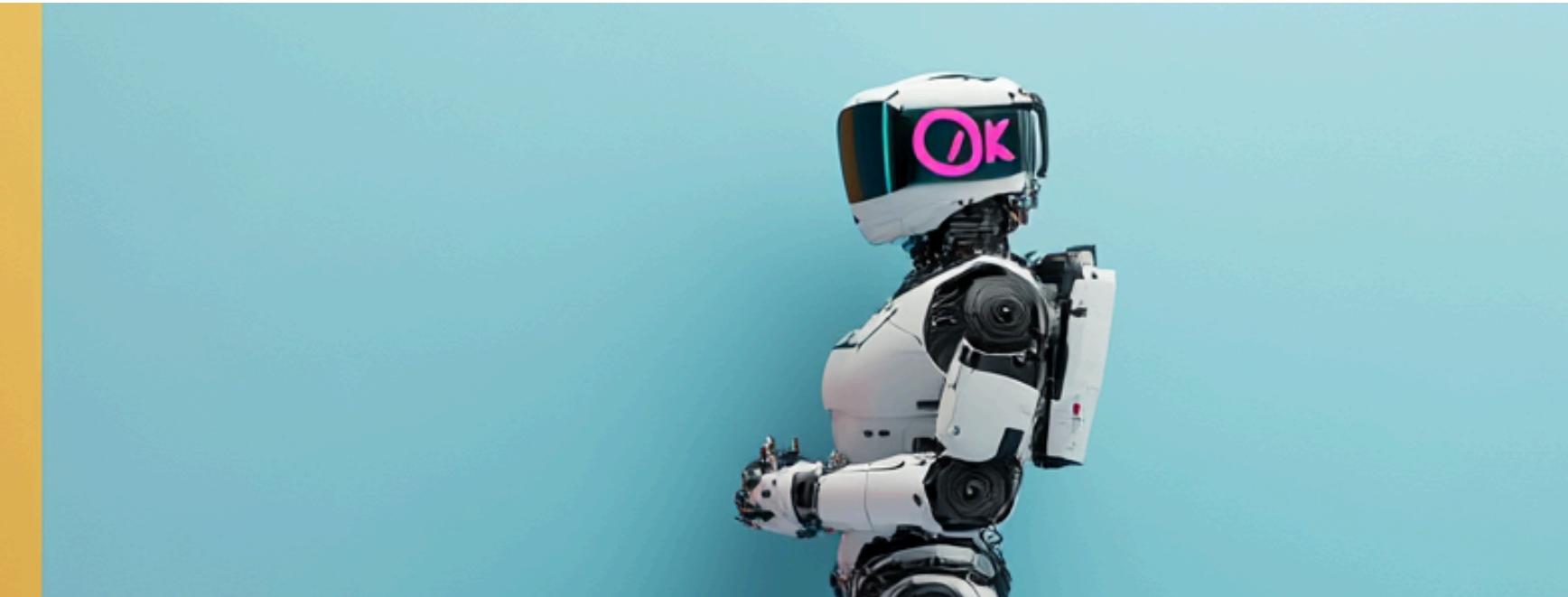
Why all this hype?

**THE ANSWER'S SIMPLE:
TIME**



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**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



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**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.



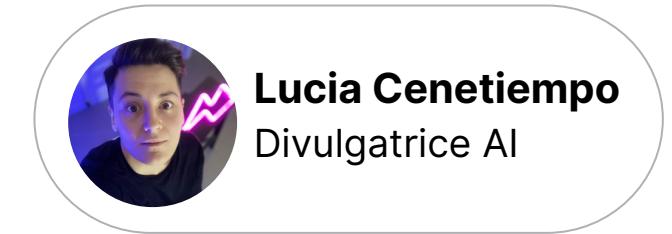
THESE
PEOPLE
AREN'T
REAL.



They're all AI-generated photos.



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**What can we
do with**

**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



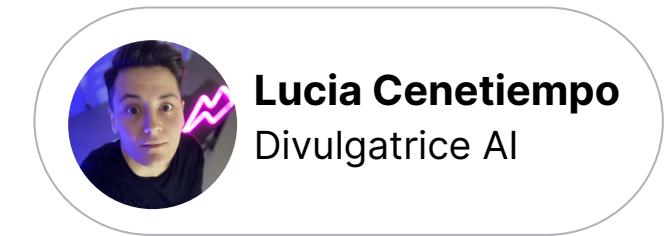
X POLIMI GRADUATE SCHOOL OF MANAGEMENT

WATCH
THE
HANDS ➡



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**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



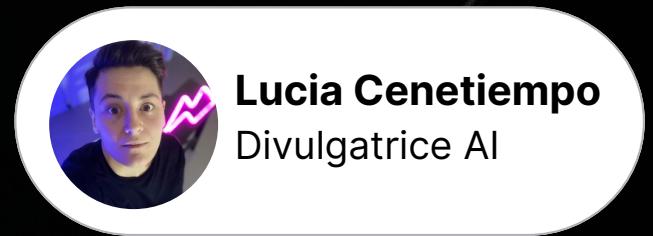


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The best way to use Generative AI today
is to think of yourself as a conductor.

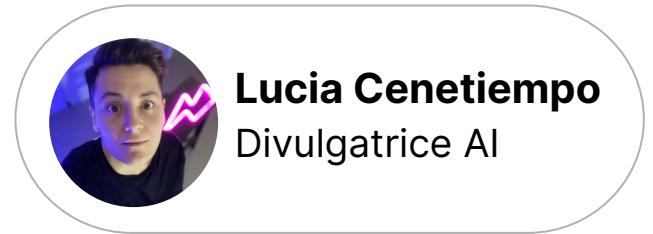




By using the right tool at the right time,
we can make a real impact on our business.

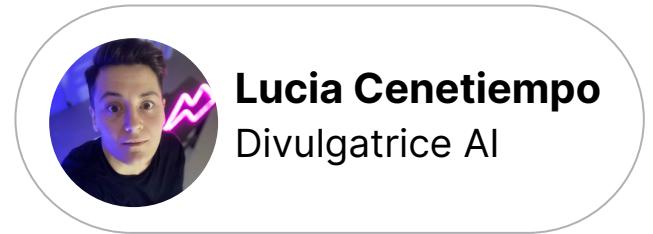
**AI doesn't replace human creativity
it enhances it.**





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.

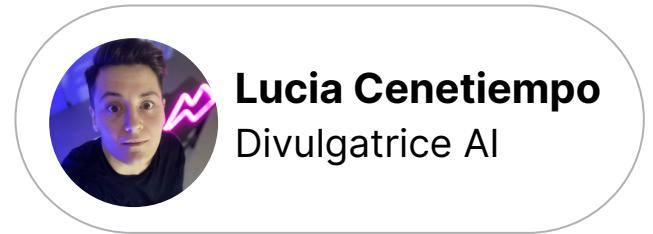


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2

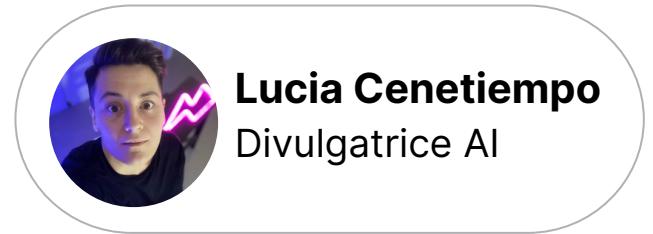
PROMPT DESIGN





Ok,

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



THE SKILLS YOU NEED.

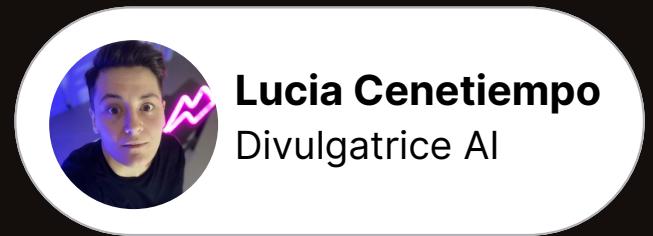
↗ **Communication
and language**

↗ **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

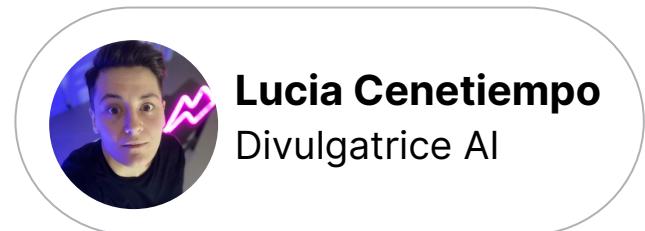


A simple prompt based on a task description.

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

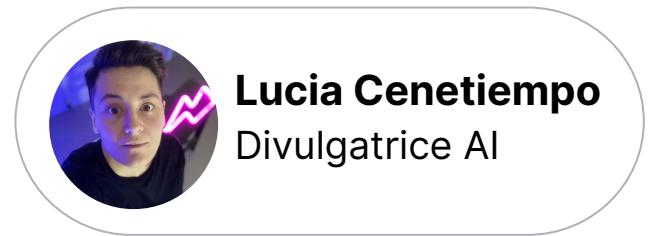


A prompt enriched with examples that show the model how to respond to similar tasks.

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

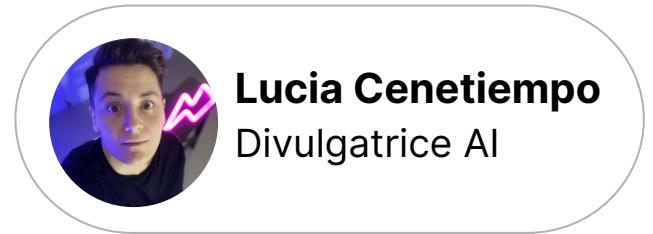


A prompt that guides the model to follow a sequence of logical steps to reach the final answer.

This approach helps structure reasoning in a more detailed way.

When to use it:

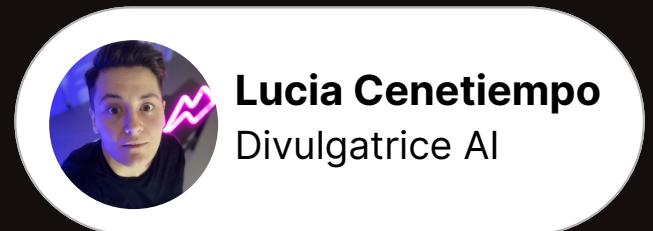
When it's important to see the logical steps especially for complex questions or reasoning tasks.



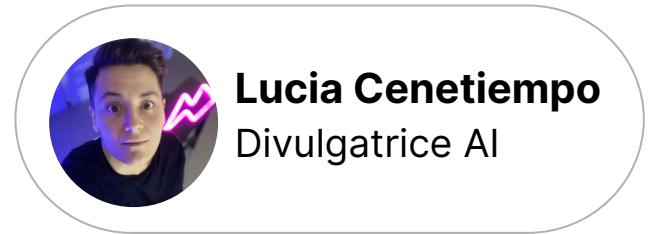
Good news:

**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

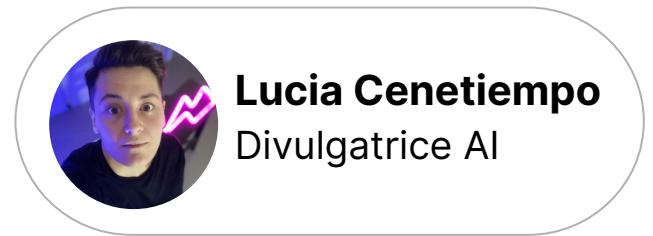


✗ Instead of:

Give me a tip for my
marketing strategy.

✓ Try with:

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



2

WEAK CONTEXT

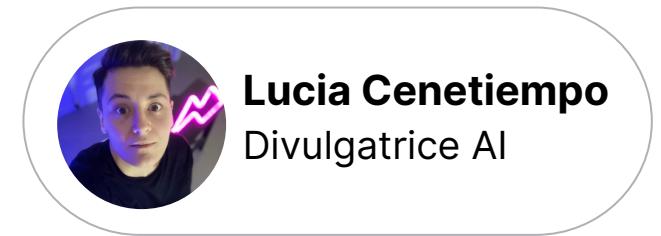


✗ Instead of:

Write a LinkedIn post about
artificial intelligence.

✓ Try with:

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



3

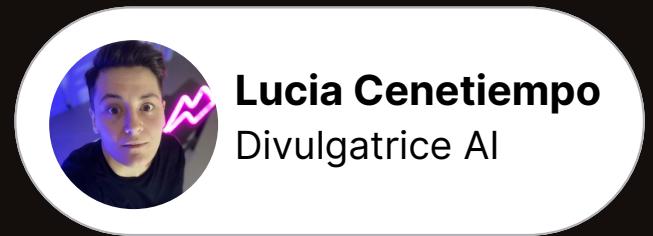
TOO MUCH FREEDOM ↑

✗ Instead of:

Write a blog post about
how to use AI.

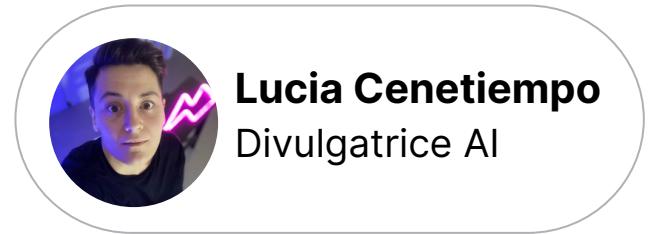
✓ Try with:

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



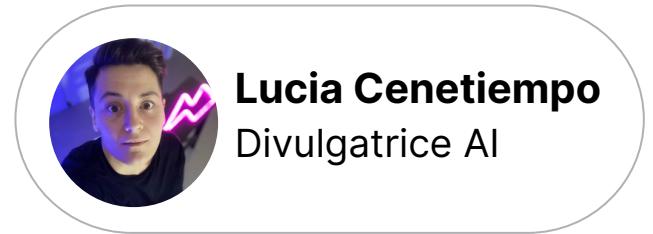
Your turn.

TRY IMPROVING
THESE PROMPTS.



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





+

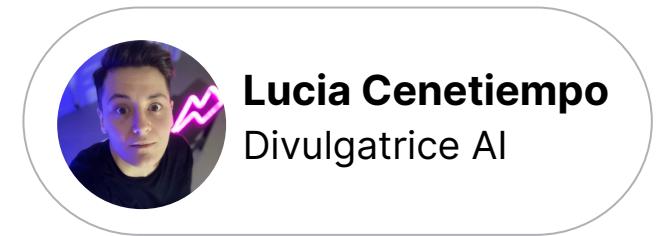
VAGUE PROMPTS



✗ Instead of:

Help me understand why
engagement rate is lower

✓ Try with:



+

VAGUE PROMPTS

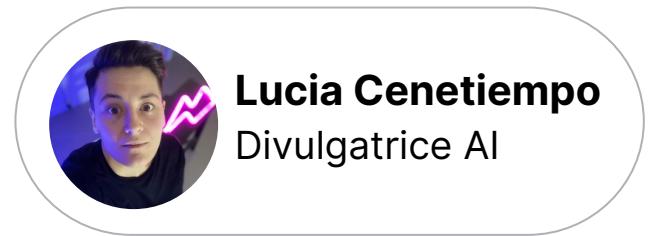


✗ Instead of:

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.**



+

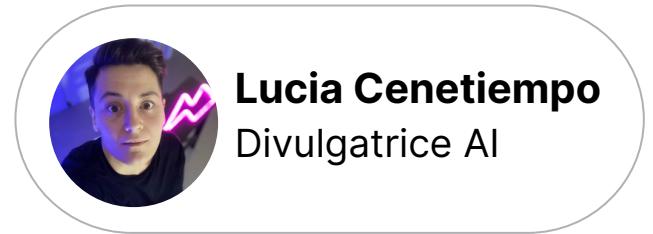
WEAK CONTEXT



✗ Instead of:

Write a recommendation
on insights

✓ Try with:



+

WEAK CONTEXT

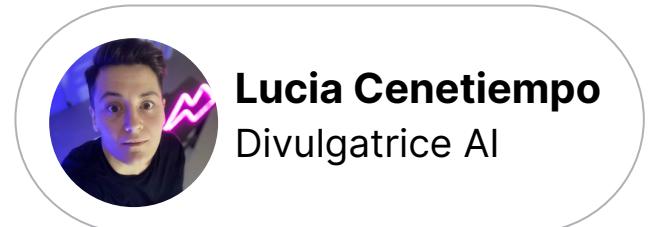


✗ Instead of:

Write a recommendation
on insights

✓ Try with:

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



+ **TOO MUCH FREEDOM** ↗

✗ Instead of:

Write something about
A/B testing.

✓ Try with:

+ **TOO MUCH FREEDOM** ↗

✗ Instead of:

Write something about
A/B testing.

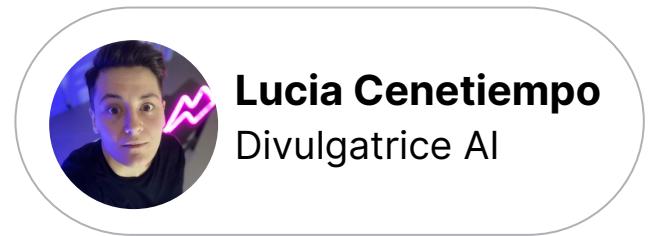
✓ Try with:

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



Ok, ready?

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



THE PERFECT PROMPT



Here are the key ingredients.

A solid prompt starts with three core elements:

↗ **Role**

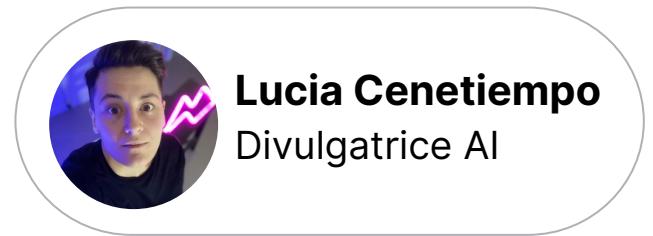
Assigning a role helps narrow the scope of information the model will use, making the output more aligned with your request.

↗ **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.]

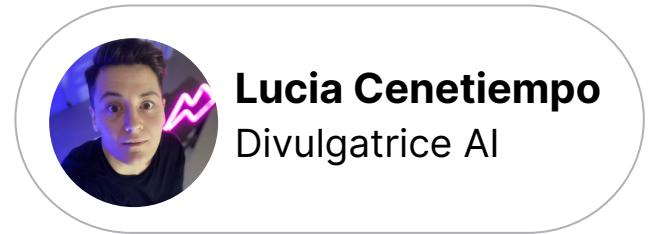
Your task is to help me...

[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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Divulgatrice AI

ROLE

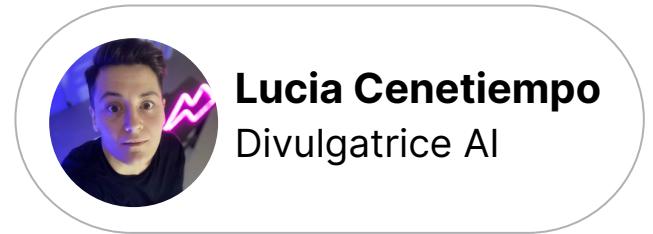
What's it for?

Let's do a live test:



Prompt

Create a presentation outline about Greece.



ROLE

What's it for?

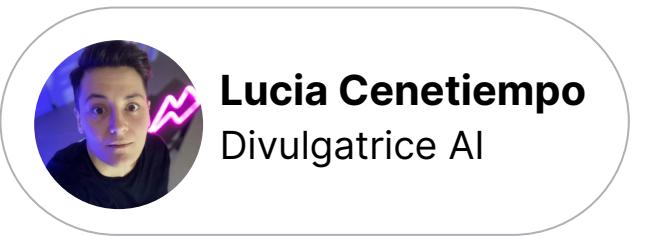
Now let's add the role:



Prompt

You're an art history expert.

Create a presentation outline about Greece.



ROLE

What's it for?

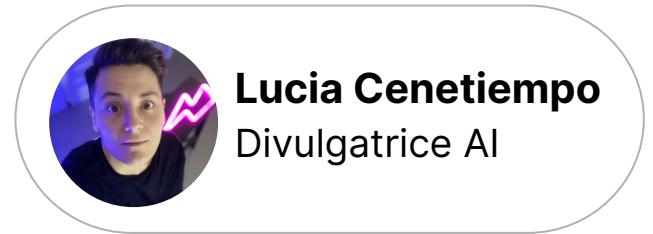
Let's see another example:



Prompt

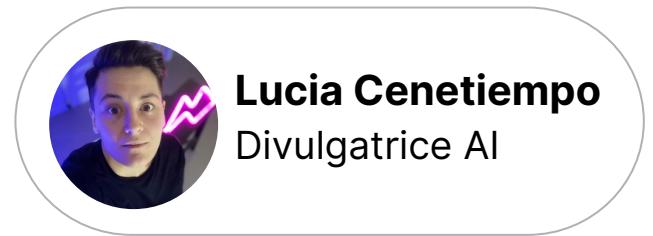
You're a sales expert for travel packages.

Create a presentation outline about Greece.



Let's dig deeper.

CONTEXT



CONTEXT

What's it for?

Let's plug that into our prompt:

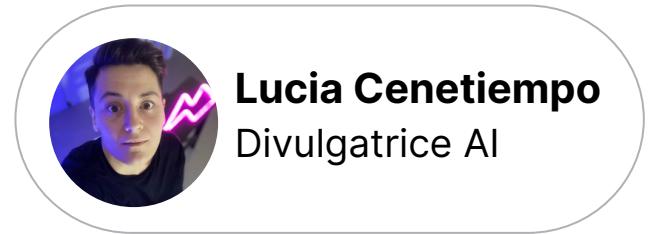


Prompt

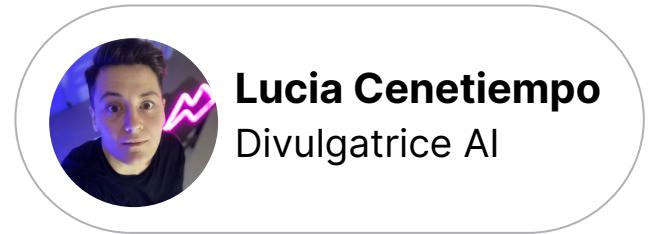
You're a sales expert for travel packages.

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:



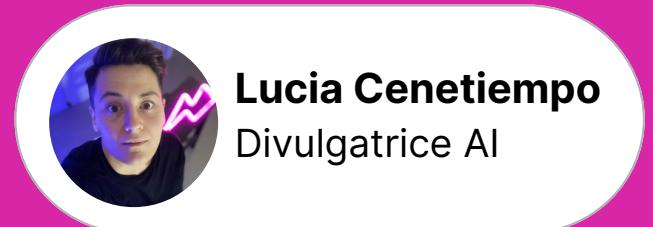
Prompt

You're a sales expert for travel packages.

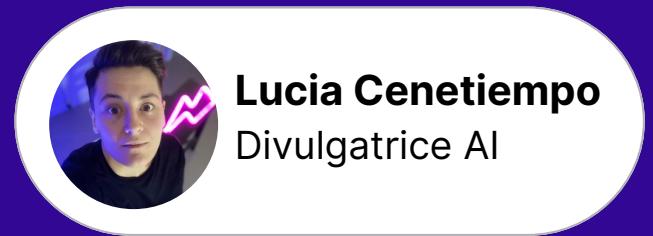
Create a presentation outline about Greece.

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.***



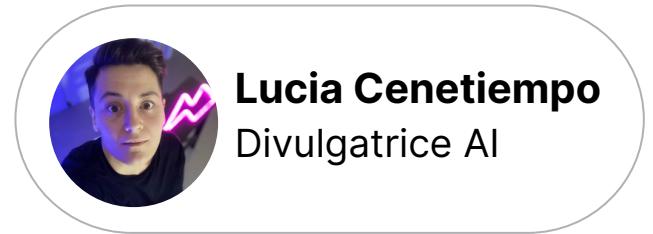
QUESTIONS?



3

REAL-WORLD USE



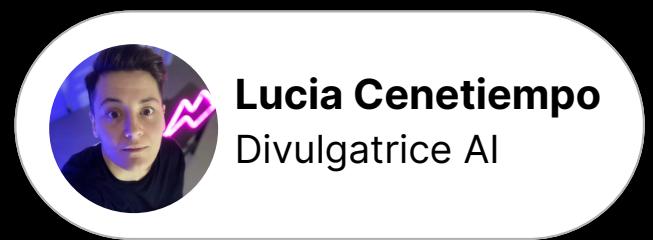


So what?

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

EXPLORATORY DATA ANALYSIS





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.

2

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

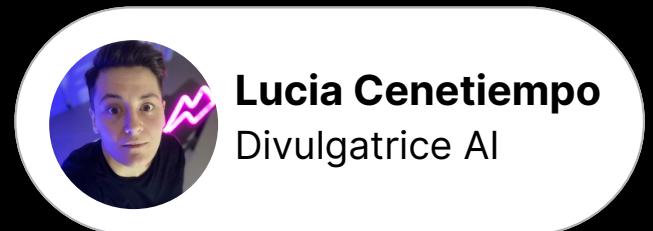
↗



3

Proceed with the analysis of the first three points.

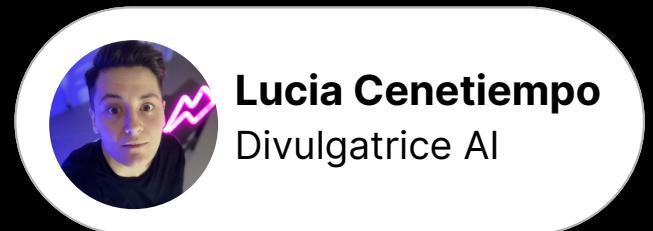




4

Proceed with the next four points.

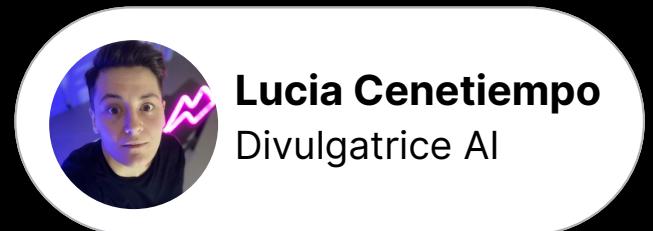




5

Proceed with the next three points.





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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Divulgatrice AI

7

Go ahead with the suggested strategies.

↗

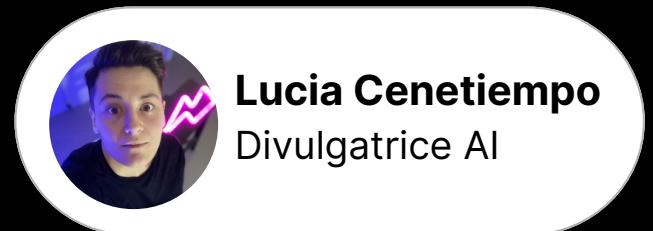


8

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.





9

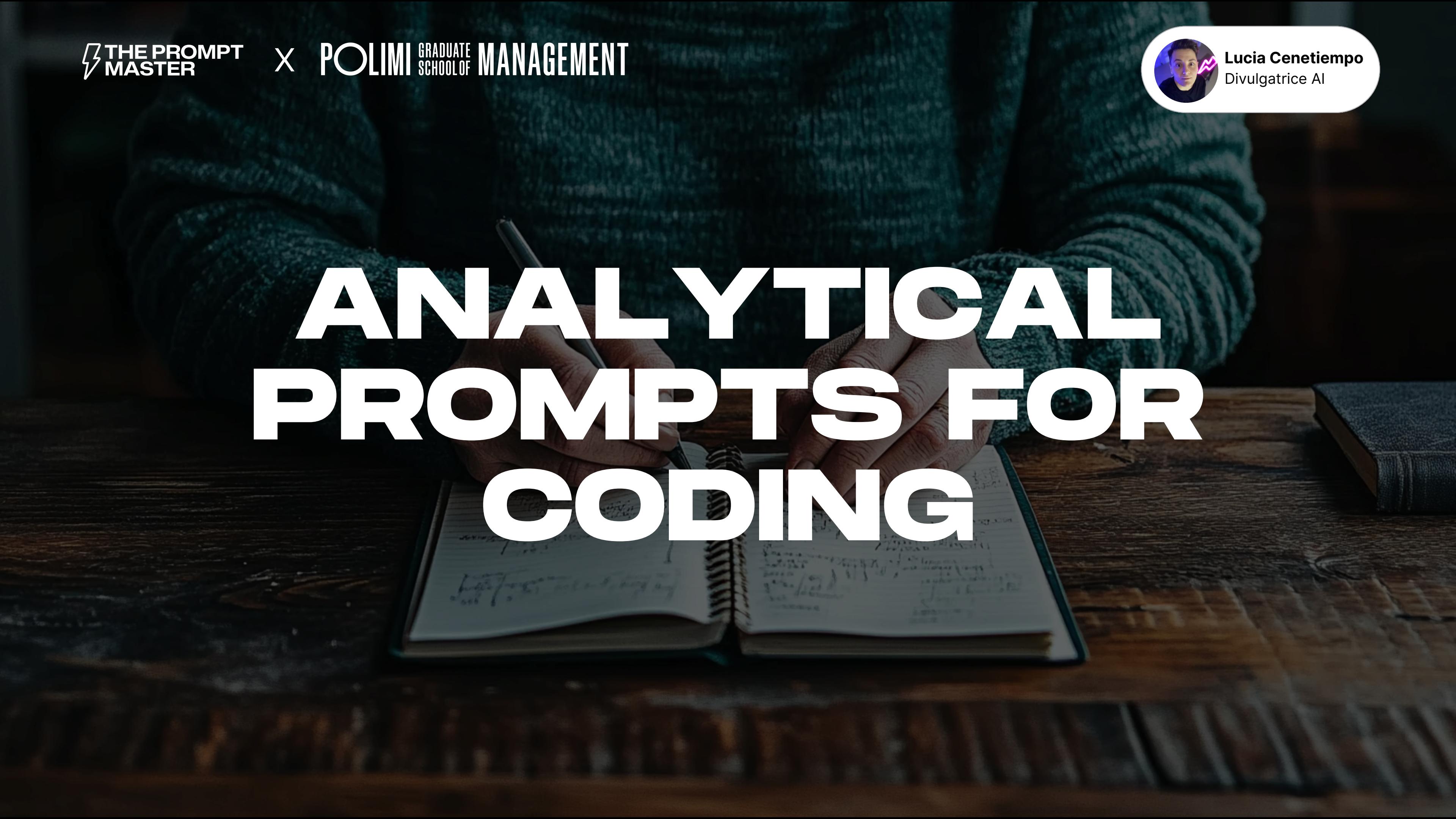
Generate the file "report.docx"

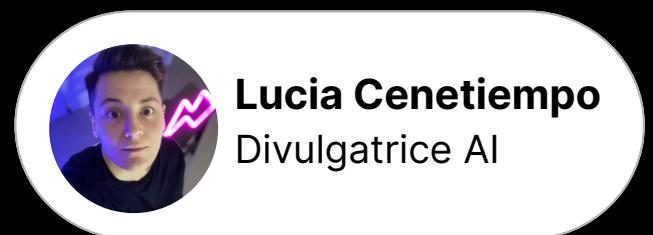




Lucia Cenetiempo
Divulgatrice AI

ANALYTICAL PROMPTS FOR CODING





1

You're an expert in data science.

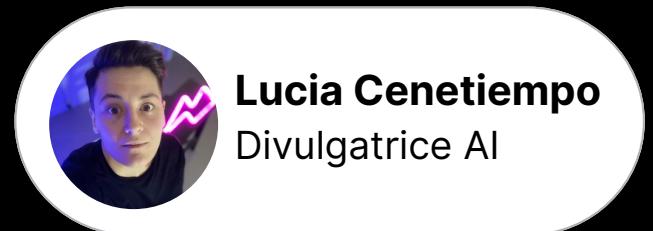


Write a Python script using Pandas and Matplotlib to analyze the distribution of sales by product category and visualize it with a sorted bar chart.

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.

↗



3

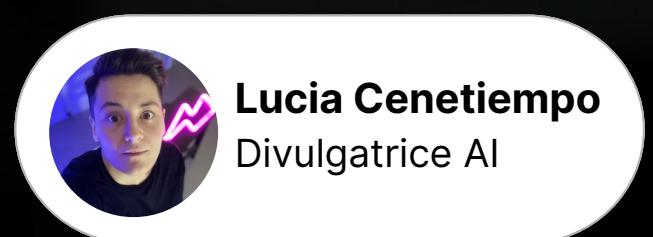
Write a script to identify outliers in the ‘margin’ column using the IQR method and visualize them with a boxplot.



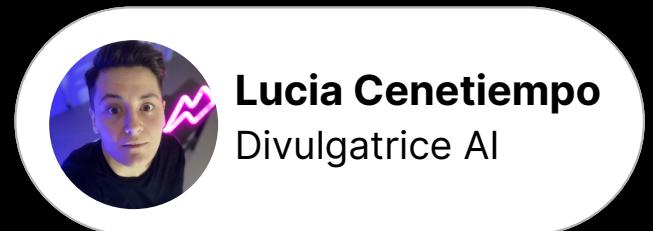
4

What are the conclusions from this data?





**COMMUNICATE
DATA IN A
SIMPLE WAY**

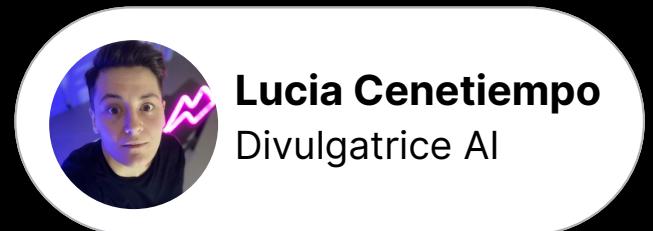


1

You're an expert in data science.

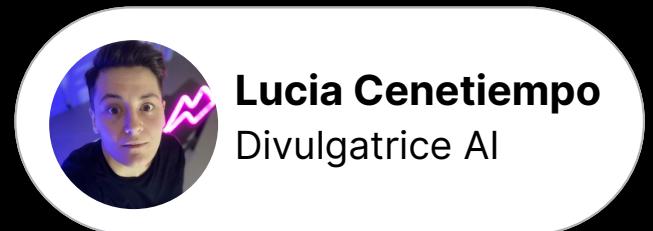


Summarize the main insights from the exploratory analysis of the e-commerce dataset in 5 bullet points, making them easy to understand for a managerial audience.

**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.

↗



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.



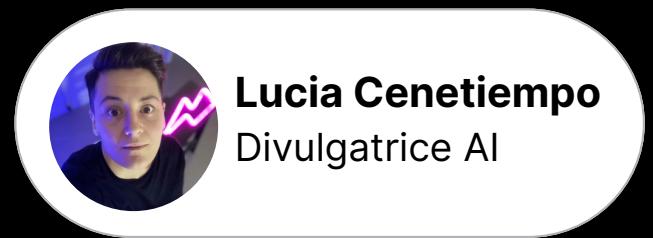


4

Let's generate all the charts.

Let's start with chart 1.

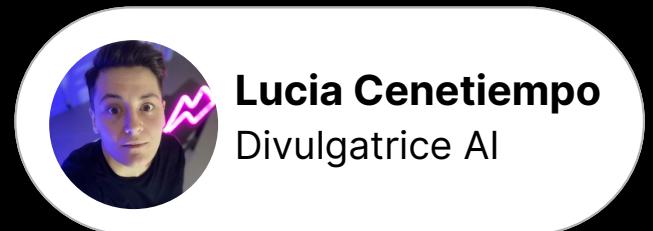
↗



5

Proceed with chart 2

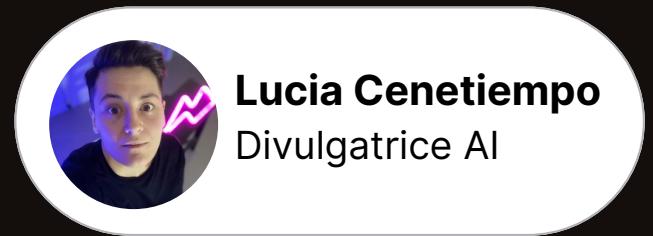




6

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

↗



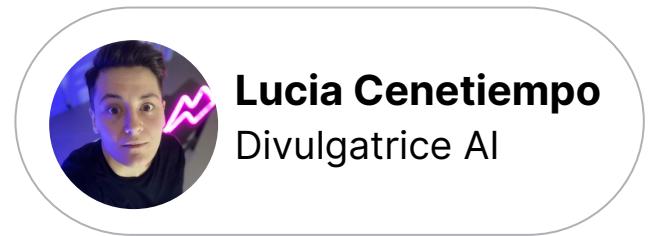
Your turn.

LET'S WORK ON
A REAL USE CASE:



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





CASE



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"
-



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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

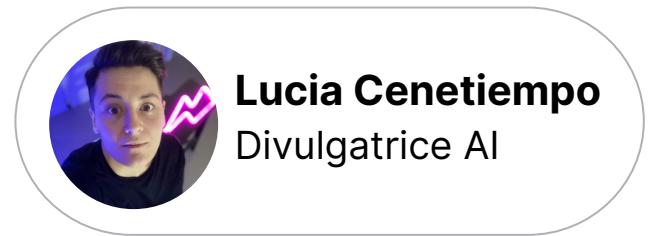
Compare groups, test hypotheses, find patterns, validate insights.

↗ 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...



CASE

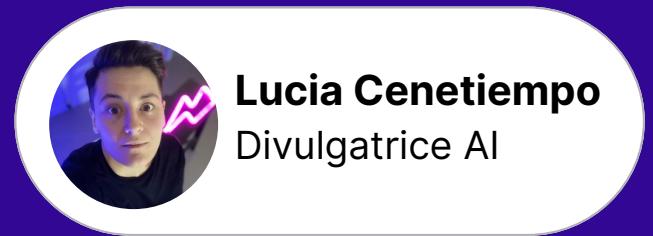


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-



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>>>>

THANK YOU



>>>>

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