

Mastering Generative AI in Data Analytics

Image created by Generative AI

CONNECTION TECHNOLOGY 裝備未來
FUTURE SKILLS

Join us for an immersive workshop that combines Generative AI techniques, ChatGPT, DeepSeek, Python, and Power BI to **optimise your analytics workflow while extracting valuable insights** for effective decision-making.

We'll also **explore AI+ and +AI strategies**, along with relevant government initiatives.

Programme code	10018099-10
Date and time	9 Jan 2026 (Fri) 14:00 - 17:30 [Total: 3.5 hours]
Venue	1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon, Hong Kong
Language	Cantonese (supplemented with English terminology and handouts)
Course fee	HK\$1,500/ HK\$1,350* *Group discount for 2 or more

Learning Outcomes

In this hands-on session, you will learn:

- ✓ Corporate strategies on AI+ (AI-driven innovation), +AI (AI-Augmented Efficiency)
- ✓ The role that generative AI is playing in workforce analytics and how it is changing the way we work
- ✓ How AI tools can be used to streamline analytics tasks using ChatGPT, DeepSeek, Python, and Power BI
- ✓ Real-world examples, application cases, and practical insights

Course Outline

1. Introduction to AI+, +AI, Generative AI and Data Analytics

- Overview of strategies on AI+ (AI-driven innovation), +AI (AI-Augmented Efficiency)
- Key concepts of AI and Machine Learning Models
- Generative AI applications in Data Analytics

2. Hands-on Experience of Python, ChatGPT (Poe) and DeepSeek

- Preparation of quality data
- Collection of data on the Internet
- Prompts and Python commands
- Use of online Python tools
- Use of ChatGPT and DeepSeek reasoning models
- Prompts for data analytics using ChatGPT (Poe) and DeepSeek

3. Hands-on Experience of Power BI and AI models

- Power BI Question and Answer AI charts
- Key influencers and predictive analysis
- Data insights
- Report and dashboards using AI

4. Real-world examples and Data Insights

- AI+ and +AI government initiatives
- Sales and Marketing
- Human Resources and Administration
- Finance and Accounting
- Engineering and IT
- NGOs, SMEs, and Listed companies, etc.

5. Impact of AI+, +AI, Generative AI on Data Analytics

- AI+ Data privacy and safety considerations
- +AI Data-driven storytelling trends and updates
- Prepare the AI-driven business changes in the AI era

Award of Certificate

A Certificate of Accomplishment will be awarded to participants who have completed the course.

Target Audience

Anyone interested in Data Analytics, ChatGPT, DeepSeek & Generative AI.

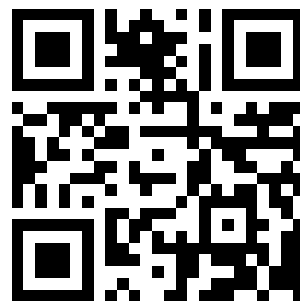
Trainer's Profile

Dr Patrick TSOI has over 27 years of hands-on AI, data science, Big Data, and programming experience. He has a Doctor of Education from the Hong Kong Baptist University, a Master in IT Education from the University of Hong Kong, and a B.Eng in System Engineering and Engineering Management from the Chinese University of Hong Kong.

Enrolment Methods

1. Scan the QR code to complete the enrolment and payment online. OR
2. Mail the crossed cheque with payee name "Hong Kong Productivity Council" (in HK dollar) and the application form to: **HKPC Academy, Hong Kong Productivity Council, 1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon (attention to Mr Terence LUEN)**. Please indicate the course name and course code on the **back of the cheque and envelope**. OR
3. Visit the registration counter of HKPC Academy, Hong Kong Productivity Council (1st Floor, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enrol and settle the course fee.

Office hours: Monday to Friday 09: 00 - 18: 00



<http://u.hkpc.org/b2y>