hkpc Academy 生產力學院



Mastering Generative AI in Data Analytics

裝備未來 FutureSkills

Join us for an immersive workshop that combines Generative AI techniques, ChatGPT, DeepSeek, Microsoft Copilot, Python, and Power BI to revolutionise your data analytics. Discover how to unleash the potential of these robust tools and optimise your analytics workflow while extracting valuable insights for effective decision-making.

Programme code	10019086-02
Date and time	25 November 2026 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:

- ✓ 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, Microsoft Copilot, Python, and Power BI
- ✓ Real-world examples, use cases, and practical insights

Inquiry: Ms. Amy CHUNG|+852 2788 5455|amychung@hkpc.org
Mr. Kylin CHAN|+852 2782 8433|kylinchan@hkpc.org

Mastering Generative AI in Data Analytics

Course Outline

1. Introduction to Generative AI and Data Analytics

- Overview of AI applications in Data Analytics
- Key concepts of AI and Machine Learning Models
- Generative AI applications in Data Analytics

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

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

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

5. Impact of Generative AI on Data Analytics

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

Inquiry: Ms. Amy CHUNG|+852 2788 5455|amychung@hkpc.org
Mr. Kylin CHAN|+852 2782 8433|kylinchan@hkpc.org

Mastering Generative AI in Data Analytics

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 28 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 Ms. Amy CHUNG)***. 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 (1/F, HKPC Building, 78 Tat Chee Avenue, Kowloon) to enroll and settle the course fee.

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

http://u.hkpc.org/bHe

Inquiry: Ms. Amy CHUNG|+852 2788 5455|amychung@hkpc.org
Mr. Kylin CHAN|+852 2782 8433|kylinchan@hkpc.org