

AI FOR BUSINESS INTELLIGENCE

MARKET STRATEGY BOOTCAMP

UNIMY offers **AI for Business Intelligence**, a 3-Day executive bootcamp for entrepreneurs and business leaders. This program focuses on leveraging AI for advanced market study, customer analysis, and strategic design, enabling you to make data-driven decisions.

WHO SHOULD JOIN?

Entrepreneurs & SME Owners, Working Adults, Marketing & Strategy Professionals, Business Managers & Leaders – **No prior AI experience is required.**

CERTIFICATION

Participants will receive a UNIMY Certificate of Completion

KEY TAKEAWAYS

- **Data-Driven Decisions:** Learn to use AI for practical Business Intelligence (BI).
- **Understand Your Customer:** Use Natural Language Processing (NLP) to analyze market trends and customer sentiment.
- **Automate & Optimize:** Discover AI tools to automate data analysis and business workflows.
- **Strategic Advantage:** Learn to design market strategies based on AI-generated insights.
- **Business Mindset Shift:** Understand how to integrate AI into your core business operations.

PROGRAM SCHEDULE

DAY 1 : Foundations of AI in Business

- The AI-Driven Business: A new mindset for leaders.
- Understanding Business Intelligence (BI) & AI's role.
- AI for Market Study: Identifying trends and opportunities.
- Ethical Use of AI in Business: Data privacy and transparency.
- Hands-on Lab: Using AI tools for competitive analysis.

DAY 2 : Deep Dive: NLP & BI Tools

- Intro to Natural Language Processing (NLP) for Business.
- Hands-on: Analyzing customer reviews and social media sentiment.
- Automating Workflows: Identifying AI-ready tasks.
- Hands-on Lab: Building a simple BI dashboard with AI insights.

DAY 3 : Designing AI-Driven Strategy

- From Insight to Action: Building a strategic plan.
- Project Workshop: Teams develop an AI-driven strategy for a real-world case study.
- Capstone: Strategic plan and implementation roadmap.
- Reflection: Creating an AI adoption plan for business.

Extended Learning: IBM Coursera Module: Generative AI for Business Analysts Specialization

Learners will engage in hands-on labs to apply generative AI and Microsoft Copilot in real-world scenarios. Activities include navigating Copilot, practicing prompt engineering, and leveraging AI to automate tasks and create content. A final project brings these skills together, enabling learners to confidently use Copilot to enhance workflows and productivity.