



STEP 1.1 ANALYTICS

Turning Data into Intelligence with GenAI

After completing a TEAMS session, some participants ask how to deliver specific functional value from data. This learning track provides that bridge, equipping non-data specialists with the skills to rapidly extract, analyse, and act on data using familiar tools like Excel and ChatGPT/Copilot Pro. There are two focused 2.5 hour hands-on sessions enable faster, insight-driven decisions across functions.

Session 1: Turning Data into Intelligence with GenAI

Smarter Data. Sharper Decisions. Stronger Impact: This introductory hands-on workshop is designed for functional teams who've completed a STEP 1.1(T) session and are now ready to go deeper—solving specific business problems they identified using their own data.

Who it's for:

- Functional professionals in HR, Sales, Finance, Ops, Marketing and Comms
- Teams who've completed STEP 1 TEAM and identified data-related challenges
- Managers without analytics training who need to interpret data and make decisions fast - No coding or analytics background required.

What participants will learn:

- How to turn operational data into insight using ChatGPT and Excel
- Practical prompting techniques for summarising, identifying patterns, and extracting insight
- How to compare GenAI outputs with manual methods for faster, smarter decision-making
- How to ask sharper follow-up questions when data is incomplete or unclear

Why it matters

- You'll save time, reduce reliance on analysts, and gain clarity faster
- You'll feel more confident asking the right questions and validating what the data is *really* saying
- You'll be ready to act on insights—not just observe them

Session 2: From Insight to Action with GenAI

Transforming Patterns into Predictive Thinking: This session helps teams unlock the predictive potential of their data by leveraging Machine Learning techniques. Rather than simply reporting on what has happened, participants will learn how to identify leading indicators, test cause-and-effect relationships, and simulate future scenarios, enabling better planning, faster prioritisation, and smarter functional decisions. It's where descriptive analytics meets action, and where Step 1 insight becomes Step 2 experimentation.

Who it's for: Functional leaders and team members (Product, Sales, Ops, HR, Marketing, etc.) ready to move from exploring data to using it to shape decisions and test strategic options. Best suited for those who've completed Session 1 or already have GenAI experience.

What you'll learn

- How to spot signals in your data that might predict key outcomes—like churn, conversion, or performance shifts
- How to use GenAI to generate and test simple hypotheses using real functional data
- Techniques to segment datasets and uncover meaningful patterns using clustering and correlation logic
- How to structure prompts that simulate “what if” scenarios for better decision planning
- How to present your findings clearly and persuasively using AI-assisted summaries

Why it matters: You'll shift from analysing the past to preparing for what's next. By using your team's own data to model outcomes and test ideas, you'll be equipped to support performance planning, customer targeting, and functional prioritisation with confidence—and set the stage for Step 2 experimentation.

Session format: 2.5 hours, remote. Ideal follow-on to Session 1 but can stand alone with basic GenAI fluency. Using Excel and Copilot Pro/ChatGPT

Target participants:

- Professionals who work with structured data but are not trained analysts
- Managers who must quickly interpret trends and inform decision-making
- Tools required:
- No analytics experience or coding required.

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