

A futuristic blue robot arm, possibly a prosthetic or advanced AI limb, is shown in a dynamic pose, reaching down towards a glowing digital interface. The interface displays various data points, charts, and text in a light blue and white color scheme against a dark background. The robot's arm is composed of several segments, with joints and mechanical details visible. The overall scene is illuminated with a strong blue light, creating a high-tech, futuristic atmosphere.

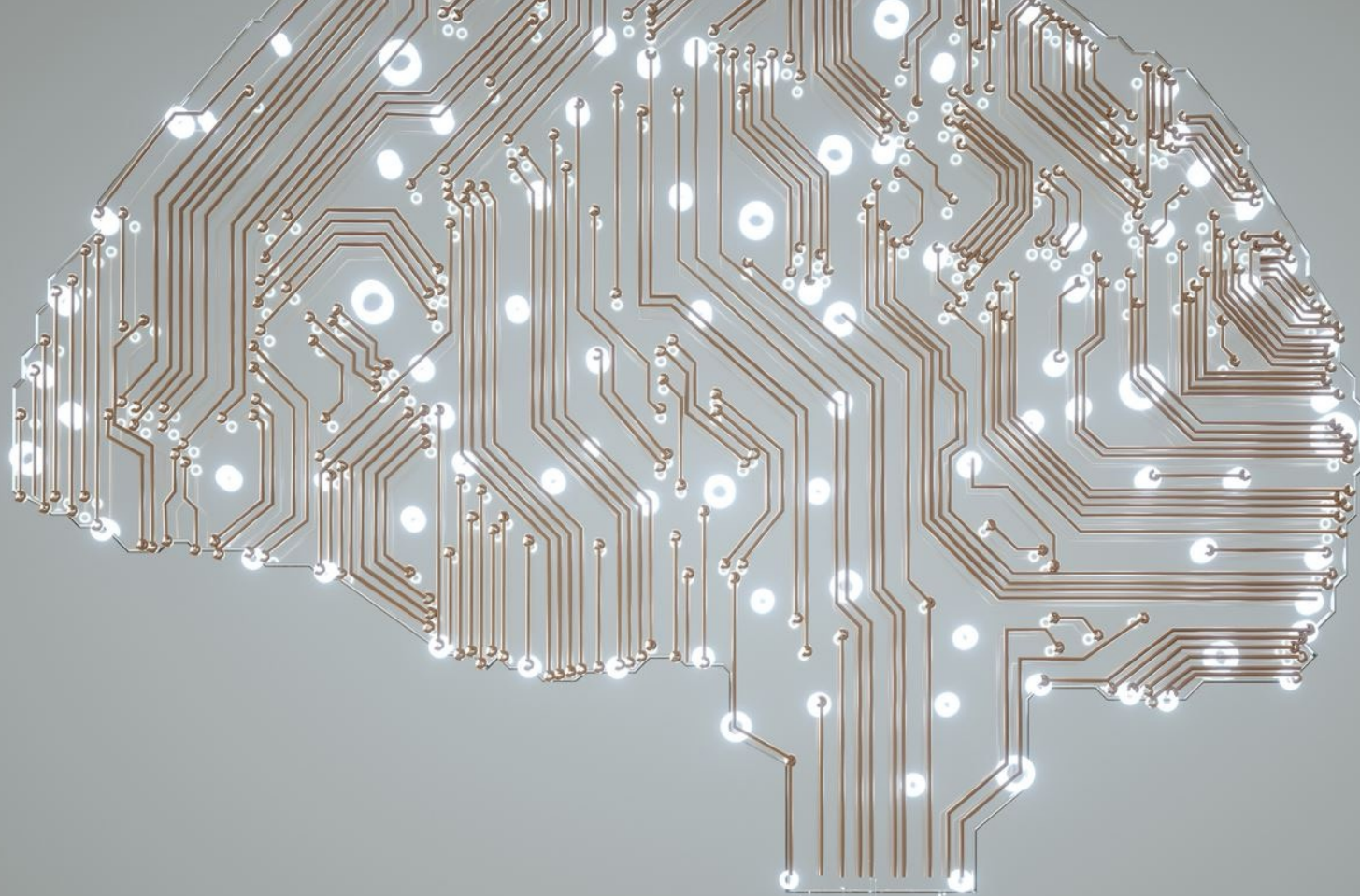
# AI'S TRANSFORMATIONAL ROLE FOR BUSINESS ANALYTS

---

Betsy Stockdale, NASA Jet Propulsion Laboratory

March 21, 2024





# INTRODUCTION TO ARTIFICIAL INTELLIGENCE





# SPEED OF CHANGE


---

Change is happening very quickly

In just the past few months:

- Google Gemini
- Google Bard introduces images
- Bard becomes Gemini
- PMI's Infinity Project
- IIBA KnowledgeHub





# General Uses of AI

Creativity

Productivity

Analysis



# Tools

---





# Discussion

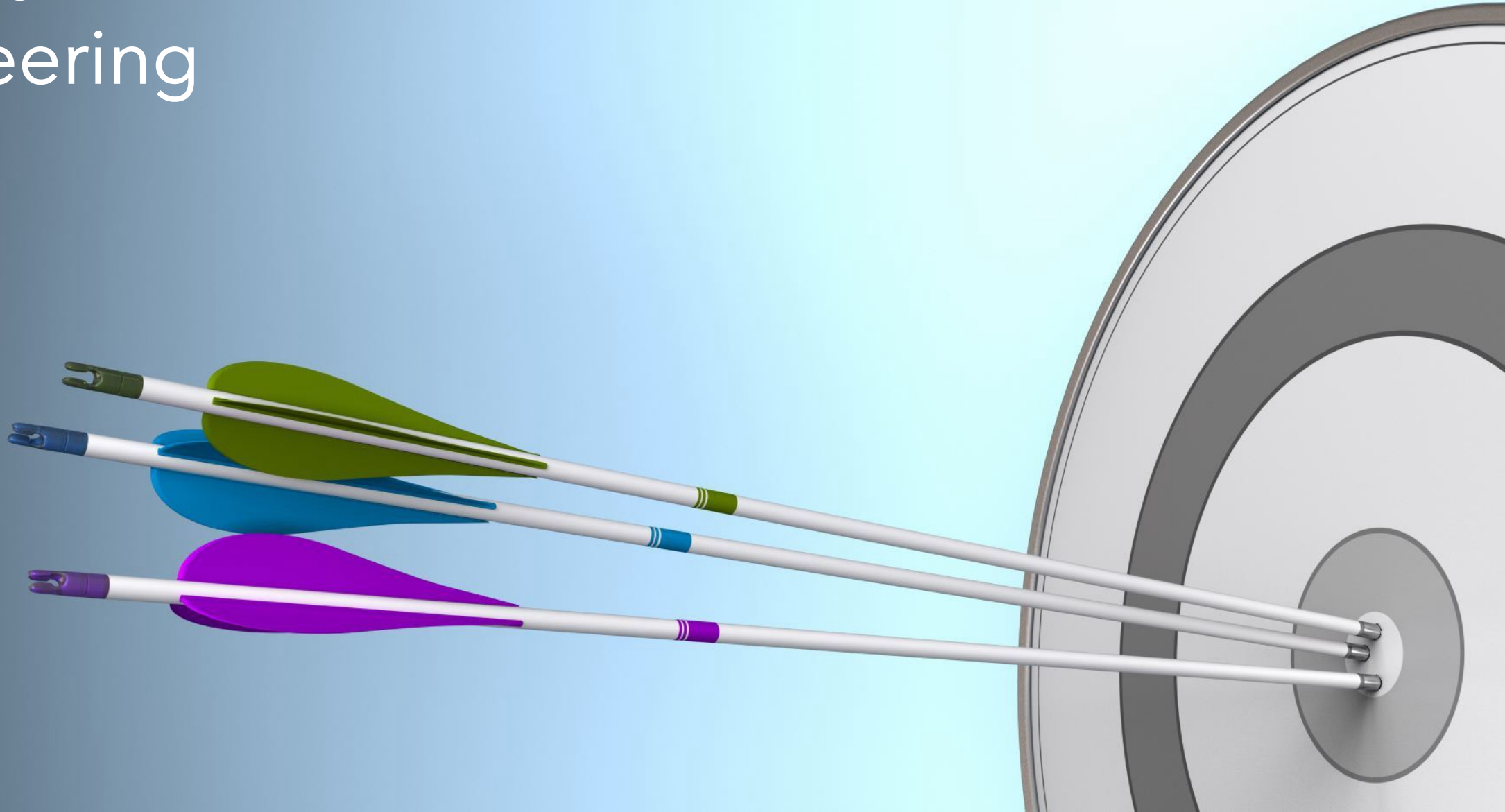
---

What are your experiences with AI?





# Getting Results - Prompt Engineering







# Concerns and Considerations

---

Privacy

Ethics





How can BAs use AI?



# AI as the Super-Powered Assistant

---

01

Data Analysis  
& Pattern  
Recognition

02

Natural  
Language  
Processing

03

Process  
Automation

04

Sentiment  
Analysis for  
Stakeholder  
Feedback

05

Personalized  
Customer  
Experience  
Analysis



# Scenarios

---

1. Outline a process flow
2. Draft requirements
3. Draft acceptance criteria



# Demo

---





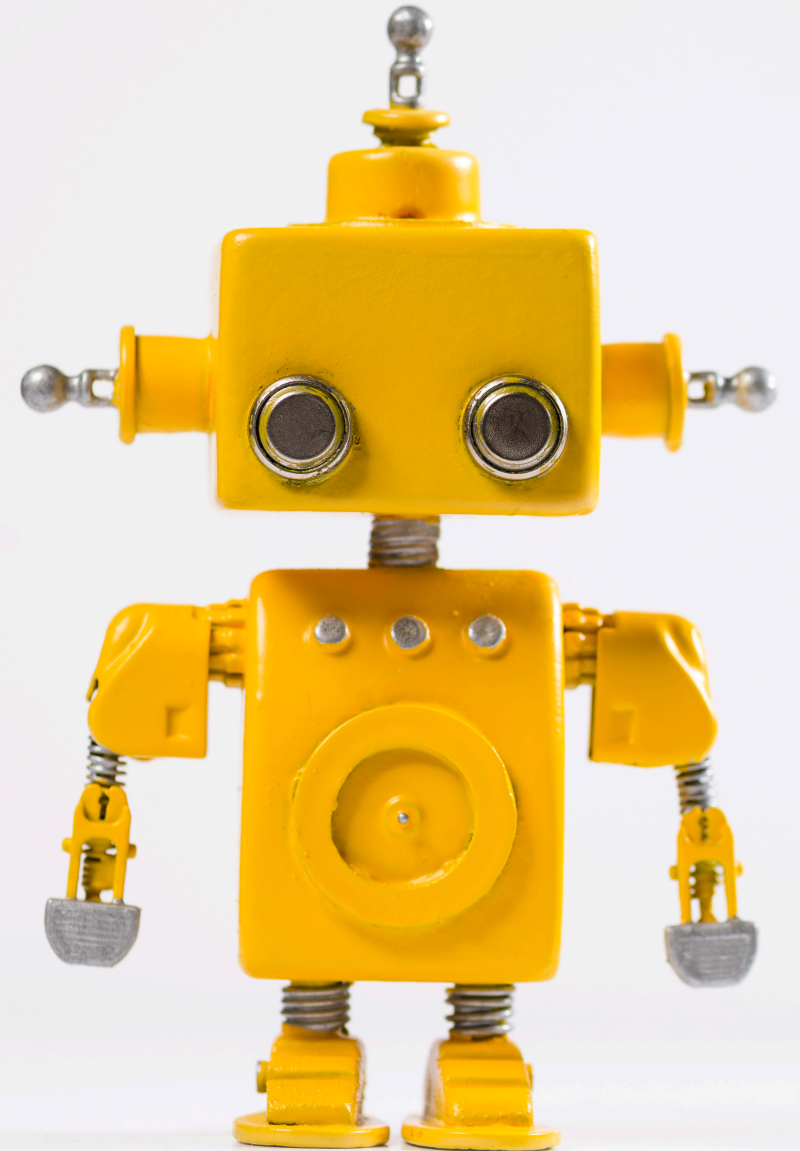
# Key take-aways

---

Experiment

Play

Be curious!







# Resources

---

ChatGPT - <https://chat.openai.com/>

Bard - <https://bard.google.com/chat>

PMI AI Thought Leadership - <https://www.pmi.org/learning/thought-leadership/ai-impact>

PMI AI Assistant - <https://aiassistant.pmi.org/chat>

Introduction to Prompt Engineering - [https://www.linkedin.com/learning/introduction-to-prompt-engineering-for-generative-ai?trk=tracker-hub\\_flagship\\_learning](https://www.linkedin.com/learning/introduction-to-prompt-engineering-for-generative-ai?trk=tracker-hub_flagship_learning)

Generative AI for Project Managers - <https://www.pmi.org/shop/us/p-/elearning/generative-ai-overview-for-project-managers/el083>

DALL-E - <https://openai.com/dall-e-3>

# Questions?

---

## **Betsy Stockdale**

Senior Enterprise Systems Analyst

NASA Jet Propulsion Laboratory

[Elizabeth.stockdale@jpl.nasa.gov](mailto:Elizabeth.stockdale@jpl.nasa.gov)

<https://www.linkedin.com/in/betsystockdale/>

