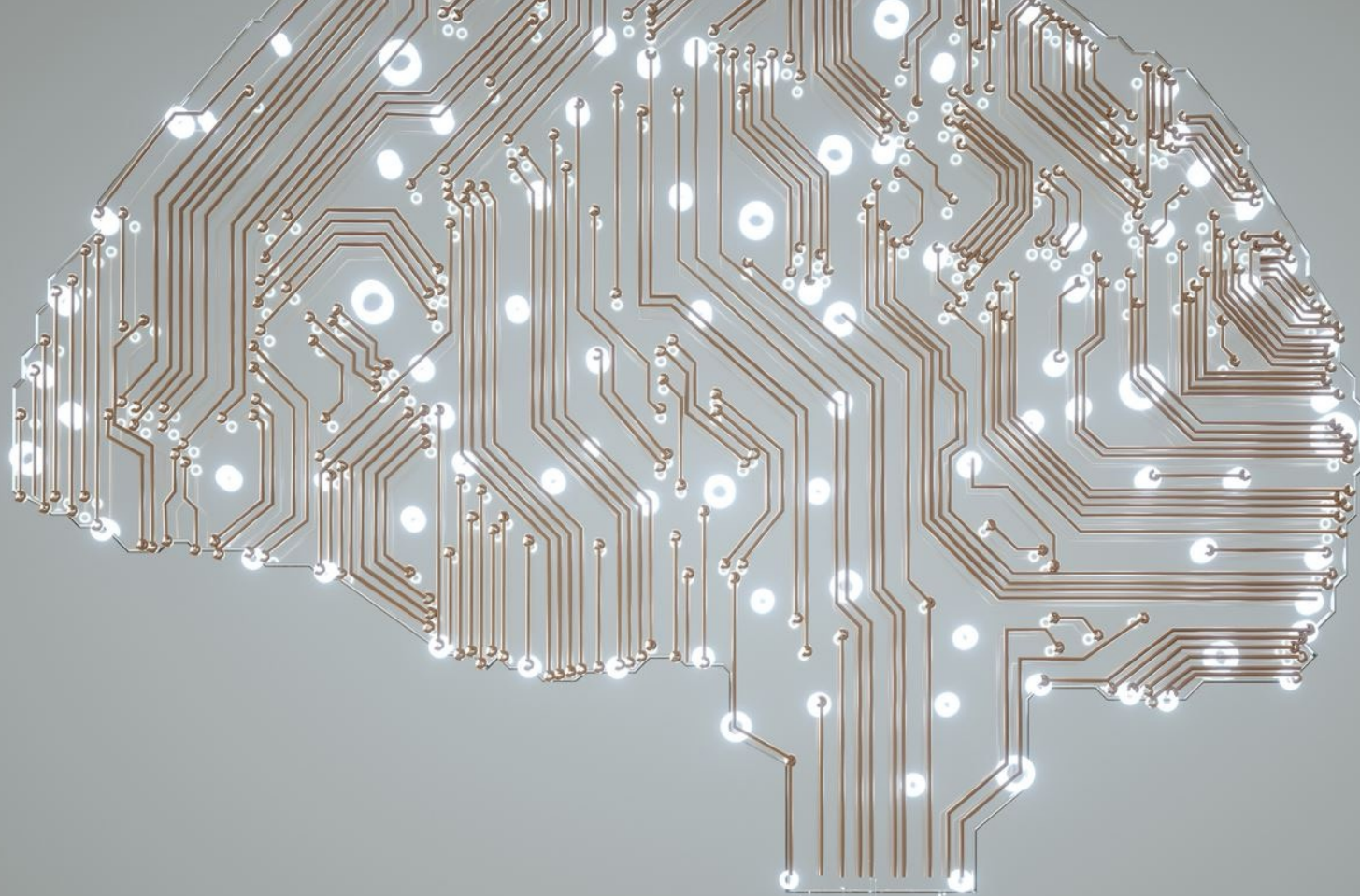# AI'S TRANSFORMATIONAL ROLE FOR BUSINESS ANALYTS

Betsy Stockdale, NASA Jet Propulsion Laboratory

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INTRODUCTION TO
ARTIFICIAL INTELLIGENCE

SPEED OF CHANGE

Change is happening very quickly

In just the past few months:
- o Google Gemini
- o Google Bard introduces images
- o Bard becomes Gemini
- o PMI's Infinity Project
- o IIBA KnowledgeHub

General Uses of AI
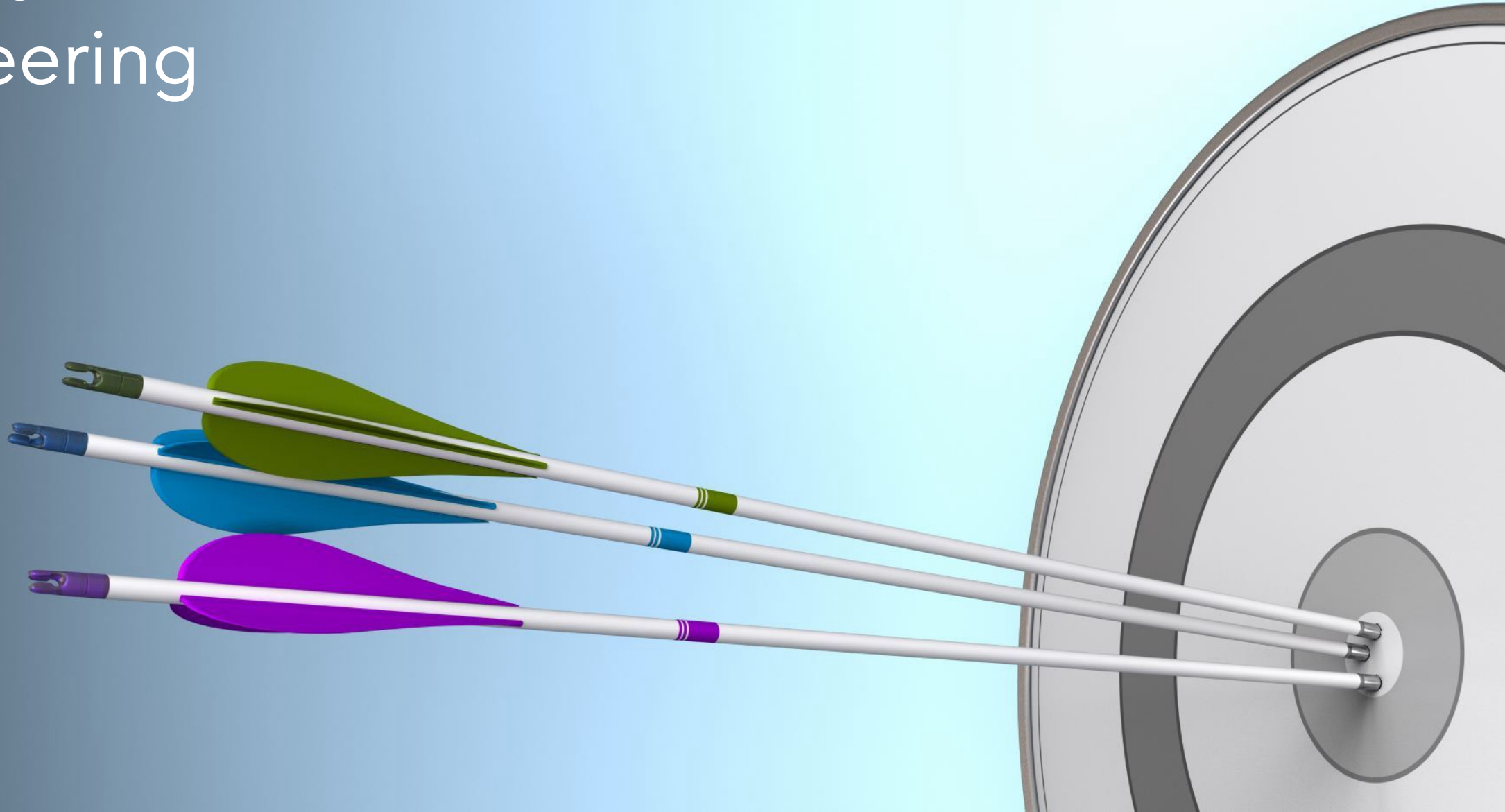
Creativity

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
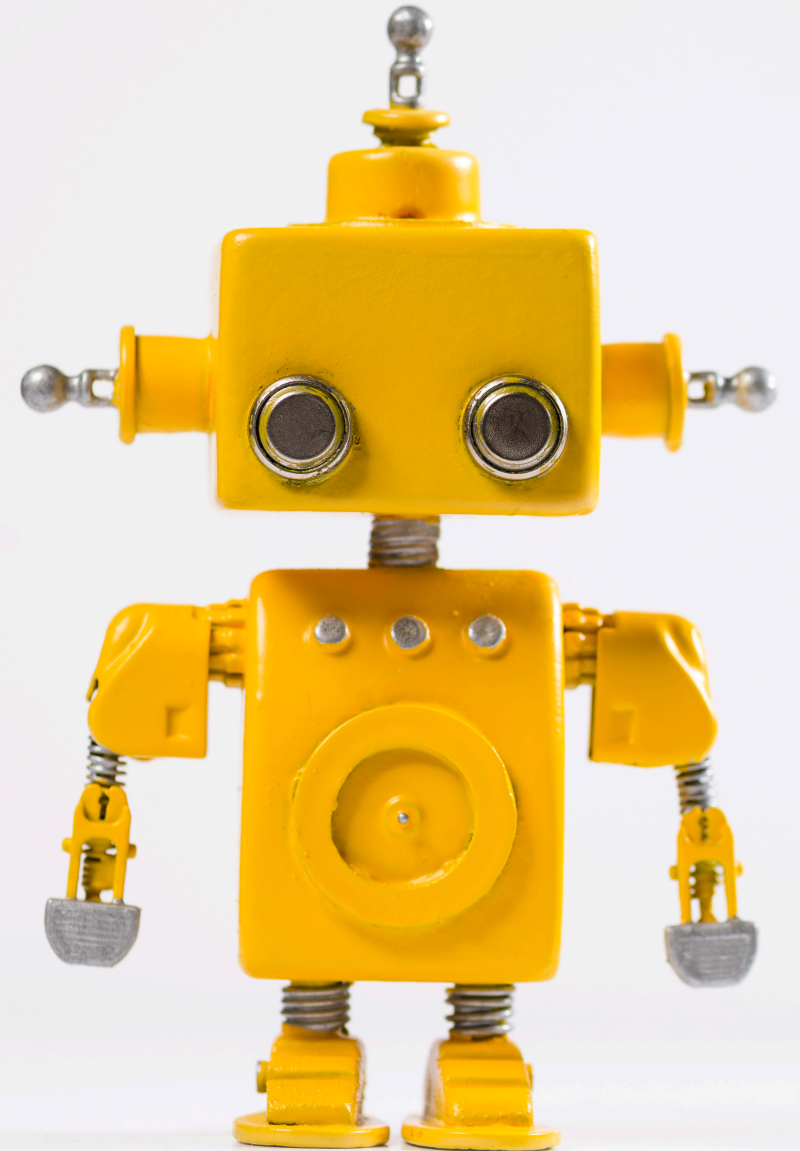
Key take-aways

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

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

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