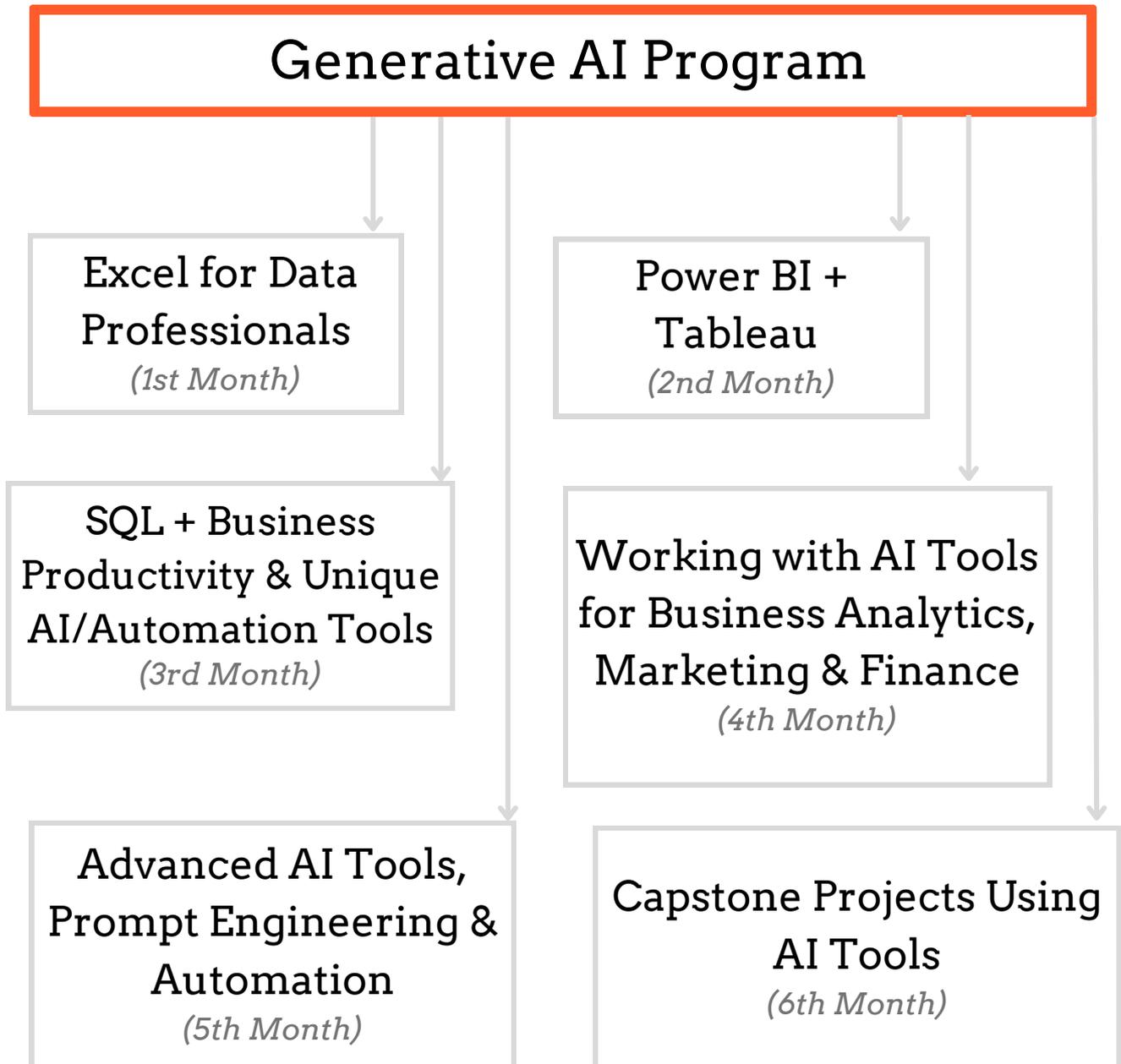# Program Delivery Plan

Generative AI Program

A Complete timeline guide for the 6 Months Generative AI Program offered at Meritshot

Course Outline

Generative AI Program

Excel for Data Professionals
(1st Month)

Power BI + Tableau
(2nd Month)

SQL + Business Productivity & Unique AI/Automation Tools
(3rd Month)

Working with AI Tools for Business Analytics, Marketing & Finance
(4th Month)

Advanced AI Tools, Prompt Engineering & Automation
(5th Month)

Capstone Projects Using AI Tools
(6th Month)

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Preparatory Course

Capstone Projects Using AI Tools

Month 1	Excel interface, formatting, and formulas.
	Logical and lookup functions (IF, VLOOKUP, INDEX-MATCH, SUMIFS, etc.)
	PivotTables, charts, and conditional formatting
	Dashboards, shortcuts, and practical business scenarios

Preparatory Course

Power BI + Tableau (Data Visualization)

Month 2

Power BI: Power Query, DAX basics, visuals, slicers, publishing

Tableau: Data connection, filters, calculations, parameters, dashboard creation

Preparatory Course

SQL + Business Productivity & Unique AI/Automation Tools

Month 3

SQL for Data Analysis -
SELECT, WHERE, ORDER BY, JOINS, GROUP BY, Subqueries, Window Functions .
Real-world use cases: marketing ROI, finance trends, sales funnel analysis

Business Productivity & Collaboration Tools-
Trello, Miro, Notion, Coda, Quip.

Data Scraping & Workflow Tools-
Octoparse, Apify, Parabola, Clay

AI-Driven Query & Reporting Tools-
QueryGPT, Seek AI, Numerous.ai

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Preparatory Course

Working with AI Tools for Business Analytics, Marketing & Finance

Month 4

AI for Content & Marketing-
**Canva Magic Studio, Jasper, Copy.ai,
SurferSEO,
Writesonic, AdCreative.ai**

AI for Finance & Business Analytics-
Kensho, Domo AI, FinChat, Numerous.ai

AI for Productivity & Automation-
**Notion AI, Otter.ai , Zapier + AI, Make.com,
ChatGPT / Claude / Gemini**

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Preparatory Course

Advanced AI Tools, Prompt Engineering & Automation

Month 5

Advanced Prompt Engineering-
Prompt structures, templates, role-playing, chain-of-thought, multi-step reasoning.
Use cases for business: report generation, marketing copy, code logic, market research

Unique AI Tools for Various Domains-
Gumloop, Browse AI, Tome AI, Descript, Runway ML, Explainpaper, Typewise, Wordtune

Automation + AI Integration Tools-
Make.com, Bardeen AI, Levity AI, Lamini

Mini Automation & AI Projects-
(Gumloop + Wordtune), Tome AI, (Browse AI + Slack), (Apify + Numerous.ai), (Descript + Notion)

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Preparatory Course

Capstone Projects Using AI Tools

Month 6	AI-Powered Dashboard
	Marketing Content Generator
	Python Automation Tool
	AI Explainer Video
	AI Customer Support Chatbot (Prototype)
	Sentiment Analysis Report
	Productivity Dashboard with Notion AI

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