



AI+ Business Intelligence Practitioner™

Certification



Executive Summary

The AI+ Business Intelligence Practitioner course provides a comprehensive five-day curriculum designed for professionals interested in leveraging AI and BI tools to enhance data-driven decision-making. The program covers fundamental AI and BI concepts, data preparation, machine learning, and advanced AI techniques like deep learning and generative AI. Participants will gain hands-on experience using Python, Power BI, Tableau, and other BI platforms, focusing on data visualization, statistical analysis, and predictive modeling. The course also includes practical applications of AI in real-world business scenarios, culminating in a capstone project.



Prerequisites

- **Basic Computer Skills:** Familiarity with software applications.
- **Foundational Data Concepts:** Basic knowledge of data analysis (beneficial, not mandatory).
- **Open to All:** Suitable for all expertise levels, with an interest in AI, ML, and BI.

Exam Blueprint

Number
of Questions

50

Passing
Score

35/50 or 70%

Duration

90 Minutes

Format

**Online via AI
Proctoring platform**

Question Type

**Multiple Choice/Multiple
Response**

Exam Overview

Module	Weight
Introduction to AI and BI Fundamentals	5%
Python for AI-Driven Business Intelligence	7%
Data Preparation and Feature Engineering with AI	11%
Machine Learning (ML) for Business Intelligence	11%
Advanced AI and Generative AI for BI	11%
Statistical Analysis with AI Tools	11%
AI-Powered Business Intelligence Tools	11%
Prompt Engineering for AI-Driven BI	11%
Communication Skills	11%
Capstone Project	11%
	100

The logo for AI CERTs, featuring a stylized 'AI' in orange and 'CERTs' in black, with a registered trademark symbol.

AI CERTs®

AI+

Business Intelligence
Practitioner™

Certification Modules

Module 1

Introduction to AI and BI Fundamentals

1.1 Overview of AI and BI Integration

1.2 Core Concepts in Business Intelligence

1.3 Data Analysis Process and AI's Role

1.4 BI Trends and Challenges

1.5 Case Study

1.6 Hands on Activity

Module 2

Python for AI-Driven Business Intelligence

2.1 Python Programming Fundamentals

2.2 Advanced Python Libraries for BI

2.3 Visualization with Python

2.4 Hands on Activity

Module 3

Data Preparation and Feature Engineering with AI

3.1 Data Collection Techniques

3.2 Data Quality & Evaluation

3.3 Advanced Data Preparation

3.4 Hands on Activity

Module 4

Machine Learning (ML) for Business Intelligence

4.1 ML Models for BI

4.2 Hands on Activity

Module 5

Advanced AI and Generative AI for BI

5.1 Deep Learning and Neural Networks for BI

5.2 Generative AI for BI

5.3 Advanced Techniques

5.3 Hands on Activity

Module 6

Statistical Analysis with AI Tools

6.1 Statistical Analysis for BI

6.2 Time Series Analysis

6.3 Hands on Activity

Module 7

AI-Powered Business Intelligence Tools

7.1 AI in BI Platforms

7.2 Power BI Essentials

7.3 Tableau Essentials

7.4 Hands on Activity

Module 8

Prompt Engineering for AI-Driven BI

8.1 Introduction to Prompt Engineering

8.2 Crafting Effective Prompts

8.3 Hands on Activity

Module 9

Communication Skills

9.1 Data Storytelling & Communication

9.2 Solution Presentation

Module 10

Capstone Project

10.1 Capstone Project 1

10.2 Capstone Project 2

10.3 Capstone Project 3

AI Agents for Business Intelligence

1.1 What Are AI Agents?

1.2 Significance of AI Agents in Business Intelligence

1.3 1.3 Types of AI Agents

1.4 Applications and Trends in BI

1.5 Case Study – AI Agent for Revenue Analytics & Executive Insights

Certification Outcome

Upon completing the AI + Business Intelligence Practitioner certification, participants will be equipped with essential AI-driven BI skills, enabling data-driven decision-making. Graduates will gain proficiency in AI-enhanced data analysis, predictive modeling, and automation using tools like Python, Power BI, and Tableau. They will master AI-powered BI strategies, including deep learning, generative AI, and prompt engineering for report automation. The certification ensures expertise in statistical analysis, real-time data processing, and ethical AI governance. Participants will also develop strong data storytelling and communication skills for effective stakeholder engagement. With hands-on projects and case studies, graduates will be prepared to implement AI-driven BI solutions across industries, enhancing business intelligence efficiency and strategic decision-making.



Market Insight

The AI and Business Intelligence Practitioner (BIP) market is rapidly growing, driven by increasing demand for data-driven decision-making and automation. AI's integration with BI tools enables advanced analytics, predictive insights, and improved operational efficiency. As businesses embrace digital transformation, the demand for AI-powered BI solutions is expected to surge across industries.



Value Proposition

The AI+ Business Intelligence Practitioner course offers professionals the opportunity to master AI-driven BI tools and techniques, enhancing data analysis, forecasting, and decision-making capabilities. Participants gain hands-on experience with industry-leading platforms like Power BI and Tableau, empowering them to optimize business processes, improve efficiency, and drive strategic growth.



Additional Features

Additional features of the AI + Business Intelligence Practitioner course include hands-on activities, real-world case studies, and access to advanced AI tools like TensorFlow and Scikit-learn. Participants will also explore prompt engineering for BI automation, develop communication skills for presenting data insights, and complete a capstone project to demonstrate their expertise.

AI Experts



Jason Kellington

AI Expert

As a consultant, trainer, and technical writer with more than 25 years of experience in IT, I specialize in the development and delivery of solutions focused on effective and efficient enterprise IT.



Justin Frébault

AI Expert

I'm a boutique data consultant specializing in data mesh and lakehouse solutions. I've dedicated my career to helping organizations transform their approach to data, moving beyond mere knowledge.



J Tom Kinser

AI Expert

I have over forty years of experience in software development, data engineering, management, and technical training. I am a Microsoft Certified Trainer and a software developer, holding multiple certifications.



Terumi Laskowsky

AI Expert

Country Manager for Global Consulting Services in Japan, Specialties: Information Security (Compliance, Policy, Application, Host, Network)



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