

Data analytics & Generative AI

Lecturer: Maurizio De Pra

Language

English

Course description and objectives

The course is designed to introduce to modern analytical methods enhanced by generative artificial intelligence. The course provides hands-on experience with tools that support data exploration, text analysis, forecasting, and business-oriented decision-making.

During the course, students will learn to load, clean, analyze, and visualize datasets using AI-assisted workflows, explore the use of generative models to extract insights from unstructured text, generate summaries, and automate analytical reporting. Additionally, students will apply AI to forecasting and scenario simulation.

Audience

The course is open to all Bocconi students.

Prerequisites

None

Guidelines

Registration:

You can sign up for the course only through the yoU@B student Diary, in the "**sign-up for various activities**" box (please note that the box appears only when registrations open. Before then it will not be visible).

You can only cancel your registration by Diary **no later** than the registration deadline for the course itself. No other ways of cancellation are allowed.

Registration will be confirmed a few days before the start of the course through a message posted in the yoU@B student Diary.

Attendance:

- Attendance of **75% or more** of class hours: obtainment of the **Open Badge**
- Attendance of **less than 25%** of class hours: placement on **Exclusion List**

Duration

6 hours

Teaching mode

This course will be only taught in person. Distance mode will not be provided.

Calendar

Lecture	Date	Time	Room
1	Wed 25/03/2026	18.15 - 19.45	N37 (L. Del Vecchio)
2	Thu 26/03/2026	18.15 - 19.45	N37 (L. Del Vecchio)
3	Wed 01/04/2026	18.15 - 19.45	N37 (L. Del Vecchio)

Syllabus of the course

Lecture Topics

- 1 **From raw data to insights with generative AI**
 - Loading and analyzing a dataset with generative AI
 - Data cleaning, exploration, and insight extraction
 - Charts and KPIs generated through AI

Exercises

- 2 **Text Analytics, automation and Business Insights**
 - Text analytics with Generative AI
 - AI-generated summaries, reports, and insights
 - AI-assisted code generation: create a Python/SQL code that performs analysis

Exercises

Lecture	Topics
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3	Forecasting and simulations with Generative AI
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- Generative AI for forecasting
- What-if simulations and sensitivity analysis

	Exercises
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Available seats

This activity is limited to **110** participants. Registrations cannot be carried out once this number has been reached or after the registration period ends.

Please note that you can withdraw from ITEC courses **only before the registration deadline**.