



Certified Data Analysts with Generative AI Programme

Designed to equip you with cutting-edge skills and knowledge in data analytics and generative AI, this comprehensive programme offers a blend of interactive and flexible learning experiences to suit your schedule and learning preferences.

The Certified Data Analysts with Generative AI Programme is a collaboration that is co-developed and co-delivered by Newcastle University and PwC Malaysia.

Who is this programme for?

This programme is open to all educational and career backgrounds and requires no prior coding experience. Whether you're a business practitioner or a recent graduate, this programme helps you develop Data Analytics with Generative AI skills and earn certifications from both Newcastle University and PwC.

Key features



Virtual Live Workshops
Interactive, instructor-led sessions



Online Self-Paced Modules
Complete at your own pace



10 Modules Over 10 Weeks
Structured for progressive learning

Course Modules

Week 0 Pre Programme Setup (Tech & Assessment) 2 hours session	Week 1 • Introduction to Data Analytics • Expectation of Data Analyst • Business Needs Analysis 4 hours session	Week 2 Data Preparation for Business Efficiency 4 hours session	Week 3 Data Visualisation for Business Insight 4 hours session	Week 4 Impactful Data Storytelling 4 hours session	Week 5 Open-source ecosystem for Data Analysts 4 hours session
Week 6 Data preparation using low-code/no-code tools 4 hours session	Week 7 Exploratory data analysis using low-code/no-code tools 4 hours session	Week 8 Generative AI with focus on Large Language Models (LLMs) 4 hours session	Week 9 Improving the LLM experience: RAG, Multi-Modal and Agentic Modelling. 4 hours session	Week 10 Applying Data Analytics back at Work 4 hours session	Upon completion, receive an Exclusive Certificate from PwC & Newcastle University
					

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What will you gain upon completing this programme?

Career Advancement

Equip yourself with valuable skills in Data Analytics and Generative AI, which is changing how businesses analyse and use data.

Learn from Experts

You'll be trained by experienced professionals who work in real-world data analytics.

Flexible Learning

The programme is set up to fit your schedule, offering both in-person and online learning options.

Hands-On Experience

Engage in practical exercises and business case simulations to apply what you have learned.

Why learn with us?

Benefit from the extensive industrial experience of PwC and digital expertise of Newcastle University. The programme will be delivered by experienced trainers and facilitators from both PwC's Academy and Newcastle University's National Innovation Center for Data (NICD).

PwC's Academy PwC Malaysia

PwC's Academy upskills organisations with specialist capabilities to thrive in a complex digital world. Our courses are based on the best practices of PwC's global network of firms and the individual experiences of our training experts.

National Innovation Center for Data (NICD) Newcastle University

Technical data scientists at the NICD are experienced at upskilling clients across multiple business domains, in data analytics, data science and the use of generative AI.

Additional Benefits



Fully HRDC
claimable



Aligned with Future
Skills Framework



Claimable
CPD/CPE hours

Intakes : October 2025 & April / May 2026

Introductory Price*

RM 8,500

Usual Price: RM9,500

Early bird offer

Additional 5% discount – 3 or more registrations by company

For a limited time only. Terms & conditions apply.

For further inquiries,
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Scan the QR code
to find out more
about the programme



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