

# 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 Malaysia.

### 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 1	Week 2	Week 3	Week 4	Week 5
Pre-Programme Setup (Tech and Assessment)  2-hour session	<ul style="list-style-type: none"> <li>Introduction to Data Analytics</li> <li>Expectation of Data Analyst</li> <li>Business Needs Analysis</li> </ul> 4-hour session	Data Preparation for Business Efficiency  4-hour session	Data Visualisation for Business Insight  4-hour session	Impactful Data Storytelling  4-hour session	Open-source Ecosystem for Data Analysts  4-hour session
Week 6	Week 7	Week 8	Week 9	Week 10	
Data Preparation using Low-code/No-code Tools  4-hour session	Exploratory Data Analysis using Low-code/No-code Tools  4-hour session	Generative AI with Focus on Large Language Models (LLMs)  4-hour session	Improving the LLM Experience: RAG, Multi-Modal and Agentic Modelling  4-hour session	Applying Data Analytics back at Work  4-hour session	Upon completion, receive an <b>exclusive certificate</b> from PwC Malaysia and Newcastle University

# What will you gain upon completing this programme?

- 1

**Career advancement**  
Equip yourself with valuable skills in Data Analytics and Generative AI, which is changing how businesses analyse and use data.
- 2

**Learn from experts**  
You'll be trained by experienced professionals who work in real-world data analytics.
- 3

**Flexible learning**  
The programme is set up to fit your schedule, offering both in-person and online learning options.
- 4

**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 Malaysia 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 Centre 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.

 **Fully HRDC claimable**

 **Aligned with Future Skills Framework**

 **Claimable CPD/CPE hours**

### How we measure completion

Short quizzes

Assessments

Learning progress tracking

## Annual intakes: May and October

**Exclusive offer**  
**RM 8,500**  
Usual price: RM9,500  
(Price is excluding 8% SST)  
For a limited time only.  
Terms & conditions apply.

**Special offer**  
**5% Additional discount**  
3 or more registrations under the same company

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Scan the QR code to find out more about the programme

