Certified Data Analyst with Generative AI Programme

Designed to equip you with cutting-edge skills and knowledge in data analytics and Generative AI

Expertly co-developed and co-delivered by Newcastle University and PwC Malaysia, the Certified Data Analyst with Generative AI Programme blends interactive online instructor-led sessions with workshop recordings, providing a practical focus on data analytics and Generative AI application.

Who is this programme for?

This programme is open to learners of 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 workshop recordings
Revisit workshop recordings to reinforce learning

10 modules over 10 weeks
Structured for progressive learning

Course modules

*Terms and conditions apply for HRDC claims

Pre-programme setup (tech and assessment)	Week 1	Week 2	Week 3	Week 4	Week 5
Pre-programme setup (tech and assessment)	• Introduction to data analytics • Expectation of data analyst • Business needs analysis	Data preparation for business efficiency	Data visualisation and DAX for business insight	Impactful data storytelling	Introduction to Generative AI for data analysts
1 hour session	2+2 hours session	2+2 hours session	2+2 hours session	2+2 hours session	2+2 hours session
Learning outcomes	Understand data analytics and learn how data drives business values	Leverage Power Query to extract and improve data quality	Create data visuals and formula-based functions with DAX in Power BI	Craft data-driven narratives for business impact	Apply GenAI and prompt engineering techniques for data analyses

Week 6	Week 7	Week 8	Week 9	Week 10	
Data analytics with GenAI	AI-assisted data analytics with basic programming	Analysing documents with GenAI	Agentic approach to analysing documents	Applying data analytics back at work Final assessment	Upon completion, receive an **exclusive certificate** from PwC Malaysia and Newcastle University
2+2 hours session	2+2 hours session	2+2 hours session	2+2 hours session	2+2 hours session	
Perform exploratory data analyses, data cleaning and profiling with GenAI	Enhance your understanding of both programming basics and AI generated code	Build document processing pipelines using LLMs and Retrieval Augmented Generation (RAG)	Build multi-step document processing with RAG and LLM agents	Identify and explore business problems worth solving	

What will you gain upon completing this programme?

1 · **Cutting-edge focus**
Equip yourself with practical skills in data analytics and Generative AI, which is changing how businesses analyse and use data

2 **Expert-led and industry-backed**
Co-developed and co-delivered by leading experts from Newcastle University and PwC Malaysia, ensuring real-world relevance

3 **Hands-on experience**
Engage in practical exercises and business case simulations to apply what you have learnt

4 **Joint certificate** Earn a joint certificate of completion from Newcastle University and PwC Malaysia

(*The certificate issuance is subject to terms and conditions)

Why learn with us?

Benefit from the extensive industrial experience of the PwC network 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 Centre for Data (NICD).

PwC's Academy I 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) I 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
*Subject to HRDC learning hour requirements

Aligned with Future Skills Framework

Claimable CPD/CPE hours
*Subject to claim requirements of the respective professional body

How we measure completion?

Short quizzes	Assessments	Learning progress tracking

Next intake:
14 April – 19 June 2026
Every Tuesday and Friday
4.00pm - 6.00pm

Exclusive offer
RM 8,500
Usual price: RM9,500

Price excludes 8% SST. For a limited time only. Terms and conditions apply

Special offer
5% additional discount

With 3 or more registrations from a single company and its subsidiaries

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For further inquiries, contact us at **my.education@pwc.com**

Janice Chee
Senior Manager
janice.sh.chee@pwc.com

Izwan Jallaludin
Manager
kamarulizwan.jallaludin@pwc.com

Anuseeya Govindarajoo
Associate
anuseeya.govindarajoo@pwc.com

Scan the QR code to find out more about the programme

PwC's Academy I By specialists, for specialists