

FOSTER

Master of
Professional Accounting



CASES IN GENERATIVE AI RISKS

PART I

Advanced Cases in Assurance Services (ACCTG 521)

Class 16 | MPAcc class of 2025



Agenda

Review

Overview

Deliverable (by Thursday)

Lab:

- Testing Data Veracity for Pure Oils

Review: Alteryx Tool Mastery

The 23 Tools on the Core Exam



Browse



Input Data



Output Data



Text Input

In/Out



DateTime



Text to Columns

Parse



Comment



Tool Container

Documentation



Data
Cleansing



Filter



Formula



Sort

Preparation



Sample



Select



Select
Records



Unique



Append
Fields



Union



Join



Find
Replace

Join



Cross Tab



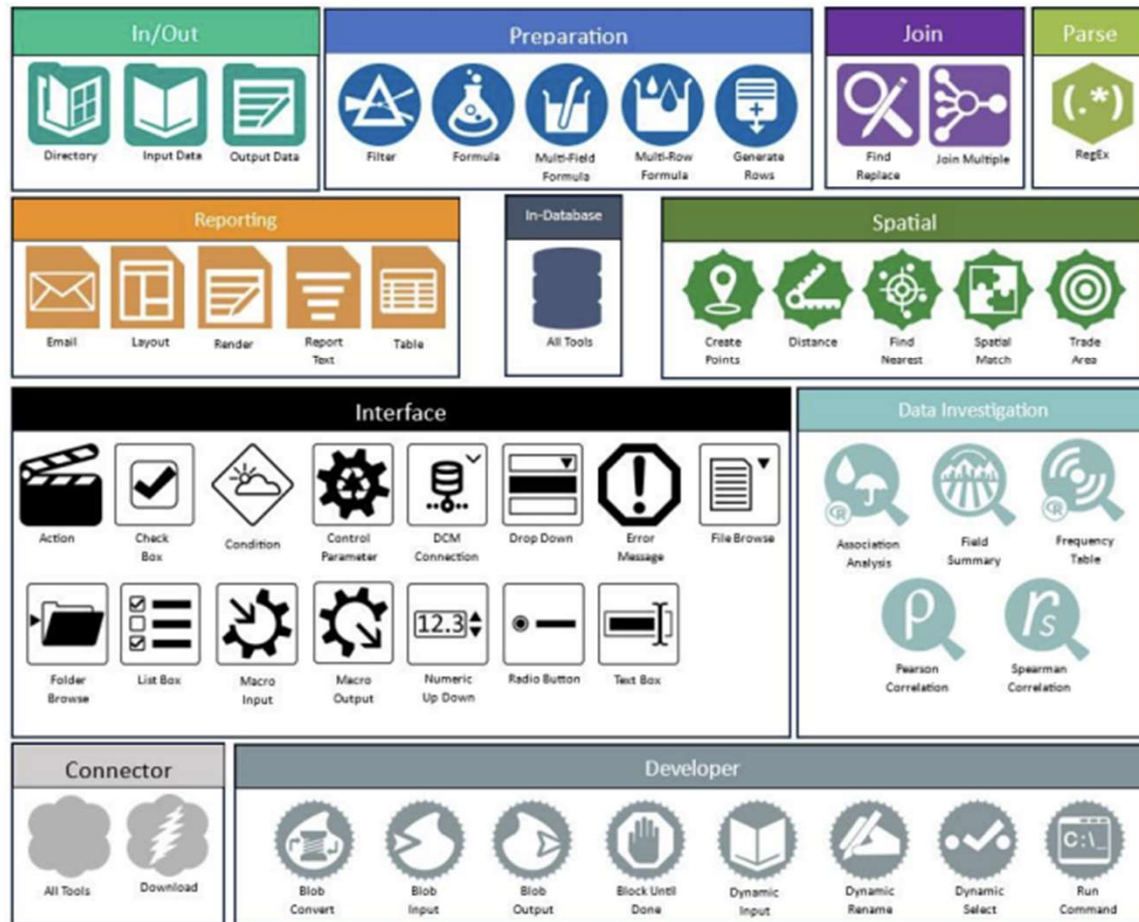
Summarize



Transpose

Transform

Designer Tools on the Advanced Exam



Exam Outline

The Alteryx Designer Expert exam measures your ability to use the platform to solve complex analytics problems. The exam builds on the knowledge and skills assessed in the Advanced exam and widens the breadth of concepts covered to include all aspects of Designer. You should have a comprehensive knowledge of Designer and the ability to use Designer to perform complex tasks efficiently and effectively. Refer to the topics and tasks below for an overview of what may be covered on the exam.

In-Database Analysis

- Create new in-database connection strings
- Connect to SQL database tables
- Stream data into an in-database workflow
- Analyze data using in-database tools and appropriate SQL syntax
- Change data types and sort data in-database
- Create and update tables in the database

Predictive Analysis

- Investigate and prepare data for analysis
- Identify suitable variables for predicting a target variable
- Select predictor variables that fit given criteria
- Create training and validation datasets
- Select appropriate algorithms to model datasets
- Train models
- Compare models
- Interpret model reports
- Score new data with trained models
- Classification
- Regression
- Time series
- Optimization

Spatial Analysis

- Construct and manipulate spatial objects
- Establish and quantify spatial relationships between objects
- Use spatial relationships to create new spatial objects
- Conduct complex, multistep spatial area analysis
- Leverage spatial data to determine optimal routing and delivery paths
- Evaluate spatial relationships to calculate spatial coverages

Analytic Apps & Macros

- Create complex batch and iterative macros
- Create chained applications
- Create complex, dynamic applications with cascading logic and conditional functionality
- Troubleshoot and optimize provided macros
- Create an analytic application from a provided workflow

Reporting

Create and output dynamic, batched reports with the following elements:

- Headers and footers
- Tables and charts
- Images and text
- Specific layout criteria
- Report maps

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Pure Oils Data Veracity Testing

Build a workflow that will serve as a macro template, which:

- Performs Red-Flag Analysis on The Input Data
- Performs a final assessment on whether the input data file passes/fails the test for Real data versus AI generated data.

Possible tests to perform (see final page of case for more):

- Names-based tests:
 - Commonality of first and surnames
 - Name origin / nationality likelihood of names
 - Name and likelihood of gender matches
 - Middle Initials Tests
- Hiring and dates-based tests:
 - Hires on weekends / holidays
 - Seasonal hiring increases
- Job titles and salaries based-tests:
 - Similarity of compensation for similar jobs
 - Number of job titles
- Other Analyses

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Deliverable
(Final individual**
Deliverable for my
courses!!)

Deliverable

A 1-page memo with screenshot of your final Alteryx Macro workflow AND/OR screenshot of your data visualization of the risk of AI generated data.

The memo should answer the following:

1. What patterns and/or analyses were the most useful to identify red-flags?
2. What big picture concerns remain from reviewing this AI Generated data? i.e., knowing it is all fake, what are some key data veracity risks may surface in the future with Gen AI's increased popularity.

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Thank you!

