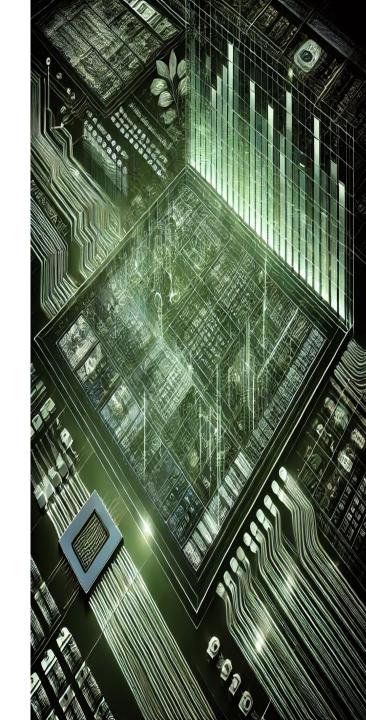
# Technology Update: Beyond Spreadsheets – Generative AI and the Evolution of the Accounting Profession

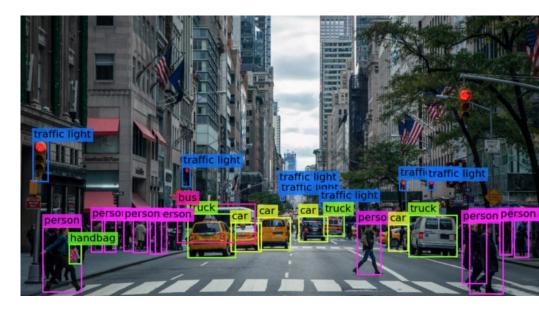
Jack Cathey, Ph.D., CPA
Turner School of Accountancy
Belk College of Business
UNC Charlotte

NCACPA Business & Industry Spring Conference June 5, 2025 Greensboro, NC



### Artificial Intelligence (AI)

- Al is a branch of computer science that enables machines to perform tasks that usually require human intelligence
- Examples:
  - Playing Chess
  - Computer Vision
  - Autonomous Driving





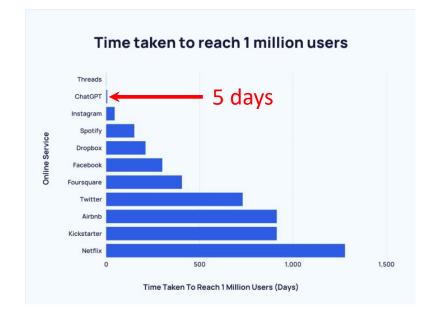
#### Al – Some Additional Terms

- Generative Al is a type of Al that can create new content, such as images, text, or music, based on training data
- Large Language Models are a type of generative Al that uses machine learning to analyze and generate human-like text



#### ChatGPT

- ChatGPT is a large language model, generative AI created by OpenAI
- ChatGPT was released for public use on November 30, 2022
- ChatGPT has experienced explosive growth
- The current estimate is that there are 300-400 million users
- GPT stands for Generative Pre-trained Transformer





#### ChatGPT

- ChatGPT is a text-based interface that starts with a prompt (the text you input) and then produces output text based on your prompt
- It is chat-based, meaning each exchange builds on the context of the previous conversation



### ChatGPT Example







Write a short poem about a funny accountant

The funny accountant, with numbers so neat,
Wears socks with calculators on both of his feet.
He balances books with a grin and a quirk,
Cracking jokes while he dives into paperwork.

He'll count up your pennies, he'll track every dime,
But somehow he'll rhyme while he's saving you time.
With laughter and ledgers, his work is pure gold—
A jester with spreadsheets, a joy to behold!





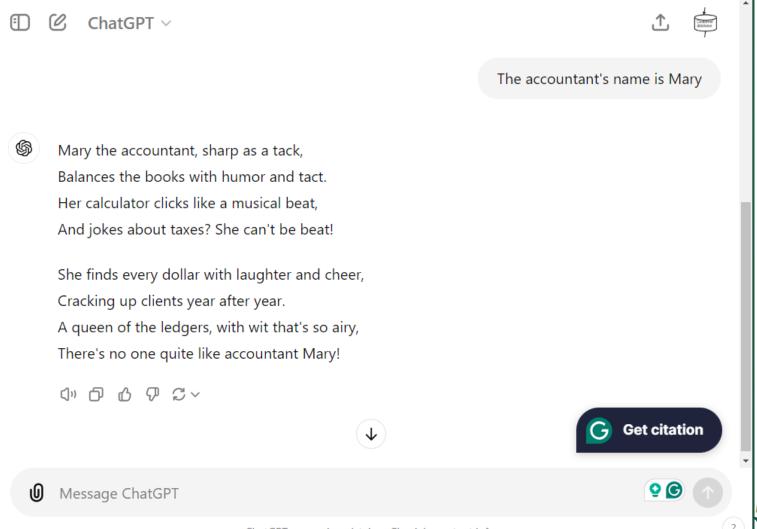








## ChatGPT Example - Continued



## ChatGPT Example - Continued







Use iambic pentameter like Shakespeare did

Fair Mary, master of the ledger's art,
With nimble fingers, swift and full of grace,
She counts the coin with laughter in her heart,
And balances accounts with merry face.

"Thy taxes, sir, are but a jest," she'll say,

"Yet fear not, for I shall set all aright!"

She spins her quill, as if it were a play,

And charms the sums to dance into the night.

Her numbers sing, her wit doth brightly shine, For Mary's craft is truly most divine!









Message ChatGPT







### Prompt Engineering

- Keys to writing good prompts:
  - Start with a clear and specific prompt that tells ChatGPT what you want to do:
    - Be specific by adding context
      - Who is the audience?
      - Where will it appear?
    - Be specific about the output you want
      - Is it an email?
      - A blog post?
    - Be clear by adding one or more examples
  - Use follow-up prompts to help fine-tune your query



#### ChatGPT – Prompt Design Example

Write a memo to an employee named Jack, who is an accounting

initiative but struggles when he is working with a team

associate who is good at technical tasks, managers his time well, takes

Memo

To: Jack

From: [Your Name] Date: [Insert Date]

Subject: Feedback on Performance and Areas for Growth

Hi Jack.

I wanted to take a moment to provide you with some feedback on your performance. Your technical skills and ability to manage your time efficiently have not gone unnoticed. You consistently take initiative in handling your tasks, which is a significant strength in your role as an accounting associate. Your attention to detail and proactive approach make you a valuable asset to the team.

That said, I've noticed some challenges when it comes to working within a team. While your independent work is excellent, there are times when collaboration and communication within a group setting could be improved. Strengthening these skills will not only benefit the team but also enhance your overall effectiveness in future projects.

I'd like to discuss how we can support you in this area. Whether it's through team-building exercises, collaborative projects, or additional training, I'm here to help. Let's set up a time to meet and discuss a plan moving forward.

Keep up the great work on the technical front, and let's work together to build your teamwork skills.

Best regards, [Your Name] [Your Position]





## ChatGPT – Prompt Design Example, Cont.

make the memo more direct

#### Memo

To: Jack

From: [Your Name] Date: [Insert Date]

Subject: Performance Feedback and Teamwork Improvement

Jack.

You've been doing a great job with technical tasks and managing your time efficiently. Your ability to take initiative and handle your responsibilities independently is a strong asset.

However, I've noticed that working within a team is an area where you struggle. Collaboration and communication with your teammates need improvement. This is important for the overall success of our projects.

Let's focus on building your teamwork skills. I'd like to schedule a time to discuss specific steps you can take to improve in this area.

Thank you,

[Your Name]

[Your Position]







## ChatGPT – Prompt Design Example, Cont.

make the memo more empathetic

#### Memo

To: Jack

From: [Your Name]

Date: [Insert Date]

Subject: Feedback on Performance and Team Collaboration

Hi Jack,

First, I want to recognize the hard work you've been putting into your technical tasks. Your ability to manage your time and take initiative has been a huge asset to the team, and I really appreciate the dedication you bring to your work.

That said, I've noticed some challenges when it comes to working within the team. I understand that teamwork can sometimes be difficult, especially when you're used to working independently. Improving in this area will help you work more effectively with others and contribute even more to our projects.

I'd like to support you in developing your teamwork skills. Let's schedule a time to discuss some strategies and approaches that could help you feel more comfortable and confident when collaborating with the team.

I'm confident that with a bit of focus, you'll continue to excel in all areas of your role.

Best regards,

[Your Name]

[Your Position]



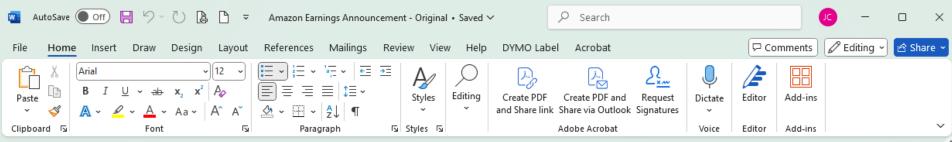
## Other Example Uses for ChatGPT

- Summarizing documents
- Generating ideas
- Writing Excel macros





## ChatGPT – Summarizing Text



#### - Amazon.com Announces Second Quarter Results

Text Predictions: On 👨 🚏 Accessibility: Good to go

August 01, 2024

SEATTLE--(BUSINESS <u>WIRE)--</u> Amazon.com, Inc. (NASDAQ:AMZN) today announced financial results for its second quarter ended June 30, 2024.

- Net sales increased 10% to \$148.0 billion in the second quarter, compared with \$134.4 billion in second quarter 2023. Excluding the \$1.0 billion unfavorable impact from year-over-year changes in foreign exchange rates throughout the quarter, net sales increased 11% compared with second quarter 2023.
  - North America segment sales increased 9% year-over-year to \$90.0 billion.
  - International segment sales increased 7% year-over-year to \$31.7 billion, or increased 10% excluding changes in foreign exchange rates.

### ChatGPT – Summarizing Text

summarize the following: Amazon.com Announces Second Quarter Results August 01, 2024

SEATTLE--(BUSINESS WIRE)-- Amazon.com, Inc. (NASDAQ:AMZN) today announced financial results for its second quarter ended June 30. 2024.

Net sales increased 10% to \$148.0 billion in the second quarter.

Amazon reported a strong second quarter for 2024, with net sales increasing 10% year-over-year to \$148 billion. Excluding currency impacts, sales grew 11%. North America sales rose 9%, international sales increased 7%, and AWS sales surged 19%. Operating income doubled to \$14.7 billion, and net income nearly doubled to \$13.5 billion. The company also saw a significant increase in cash flow, with free cash flow up to \$53 billion.

Amazon's AWS segment continued to grow rapidly, benefiting from increased cloud adoption and AI capabilities. Amazon also expanded its service offerings, including faster Prime delivery, new AI-powered features, and new partnerships in cloud services. Key highlights included a successful 10th Prime Day, expanded Prime benefits, and new streaming content.

Looking ahead, Amazon expects Q3 2024 net sales to grow between 8% and 11% and operating income between \$11.5 billion and \$15 billion.





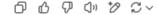
## ChatGPT — Creating Titles for a Presentation

what are ten titles that could be used for a presentation to a group of CPAs about the accounting profession and large language models

Here are ten title ideas that balance professionalism and intrigue, tailored for a presentation to a group of CPAs about the accounting profession and large language models (LLMs):

- 1. "Beyond the Ledger: How Large Language Models Are Reshaping Accounting"
- 2. "From Trial Balance to AI: The Role of LLMs in Modern Accounting"
- 3. "Audit Meets Algorithm: What CPAs Need to Know About Large Language Models"
- 4. "The Future Is Now: LLMs and the Evolution of the Accounting Profession"
- 5. "ChatGPT and the CPA: Risks, Rewards, and Real-World Applications"
- 6. "Accounting Intelligence: Leveraging LLMs for Efficiency and Insight"
- 7. "Al-Assisted Accounting: Enhancing Professional Judgment with LLMs"
- 8. "Balancing Accuracy and Automation: Ethical Considerations for CPAs Using LLMs"
- 9. "Decoding AI: What Every CPA Should Know About Large Language Models"
- 10. "Workpapers and Word Vectors: Integrating LLMs Into the CPA Workflow"

Would you like these to be more formal, more playful, or perhaps geared toward a specific topic like audit, tax, advisory, or ethics?





### ChatGPT – Write an Excel Macro

Write an Excel Macro that copies the text in a cell and names the file based on an adjacent cell, then moves down a row and does this for all the occupied cells in a file

Here's a VBA macro that will copy text from a specific column, save it as a text file named after an adjacent cell, and continue this process for all occupied cells in the worksheet. The macro assumes that the text to be copied is in Column A and the filenames are in Column B, starting from row 1.

#### **VBA Macro Code**

- 1. Press ALT + F11 to open the VBA editor.
- 2. Click on Insert > Module to create a new module.
- 3. Copy and paste the code below into the module:

```
Sub SaveCellsAsTextFiles()
Dim ws As Worksheet
Dim i As Long
Dim lastRow As Long
Dim textContent As String
Dim fileName As String
Dim filePath As String

'Set the worksheet
Set ws = ThisWorkbook.Sheets("Sheet1") 'Change "Sheet1" to your actual sheet name if

'Define the output folder path (you can change this path as needed)
filePath = ThisWorkbook.Path & "\Output\"

'Create the output folder if it doesn't exist
If Dir(filePath, vbDirectory) = "" Then
```



### A Helpful ChatGPT Recipe

- Frame the problem and ask for common causes
- Ask what data is useful for analyzing the problem and designing action plans
- Ask for action plans to deal with the problem



### ChatGPT Recipe Example

Our uncollectible accounts receivable have increased this year from last year. What are the most common causes of this?

í.

An increase in uncollectible accounts receivable (also known as bad debts) typically points to issues in credit management or changes in customer behavior or economic conditions. Common causes include:

- Relaxed credit policies Extending credit to higher-risk customers or reducing credit evaluation standards can lead to more defaults.
- Economic downturn or customer financial stress Customers may be less able to pay due to job loss, inflation, or declining sales in their own businesses.
- Ineffective collection processes Delays in follow-ups, inconsistent communication, or lack of escalation procedures can reduce recovery rates.
- 4. Customer base changes A shift toward newer, smaller, or less-established customers can increase risk.
- Industry-specific issues If your industry is experiencing a slowdown, that may impact your customers' ability to pay.
- Billing or invoicing errors Inaccurate invoices or disputes can delay payment and eventually lead to write-offs.
- Internal controls lapses Weaknesses in monitoring receivables or enforcing payment terms can result
  in higher defaults.
- 8. Fraudulent accounts An uptick in fraudulent or illegitimate customers could increase bad debts.

Would you like help analyzing your accounts receivable data to identify which of these might apply?



## ChatGPT Recipe Example – Cont.

What sort of data should I look at to get a better understanding of this

To better understand the increase in uncollectible accounts receivable, you should analyze a combination of accounts receivable, customer, credit, and collections data. Here's a breakdown of key data categories and specific metrics or fields to examine:

#### 1. Aging of Accounts Receivable

- Accounts Receivable Aging Report: Compare current and prior year by aging buckets (e.g., 0–30, 31–60, 61–90, >90 days).
- · % of receivables overdue: How much of the total A/R is overdue compared to last year?

#### 2. Write-Off Trends

- Write-offs by customer: Are certain customers or industries responsible for most bad debts?
- Write-offs by sales rep, region, or product: Are some segments riskier?
- Time from invoice to write-off: How long before accounts are declared uncollectible?

#### 3. Credit Policy & Risk

- Customer credit limits and scores: Have you extended credit to more risky customers?
- Change in average credit score or rating: Are new customers less creditworthy?
- Credit approval logs: Have there been changes in credit approval rates?

#### 4. Collections Activity

- Collection activity logs: Number of follow-up calls/emails, timing, and escalation.
- Days Sales Outstanding (DSO): Has this metric worsened?
- Collection effectiveness index (CEI): How effective are your collections compared to targets?

#### 5. Customer Payment Behavior

- · Payment history and trends: Are long-time customers starting to pay slower?
- . New vs. existing customers: Are newer accounts more likely to default?

#### 6. Economic or Industry Indicators



## ChatGPT Recipe Example – Cont.

Can you recommend some action plans that I should pursue

Yes, here are targeted action plans you can pursue to address and reduce the rise in uncollectible accounts receivable, organized by focus area:

- Credit Policy Tightening Reassess credit approval criteria (e.g., use third-party credit scores, review financials). Implement tiered credit limits based on customer risk. Require upfront payments or deposits for new/risky customers.
- 2. Proactive Collections Automate reminders (e.g., 7/15/30 days past due). Prioritize high-risk or high-balance accounts. Escalate quickly (e.g., external collections at 60 days). Offer early payment discounts or structured payment plans.
- 3. Billing and Process Review Audit invoices for errors or disputes. Ensure billing/contact info is current.
  Move to electronic invoicing or portals for real-time visibility.
- 4. Monitoring & Reporting Create A/R aging dashboards with KPIs like DSO and % overdue. Segment A/R by customer/product/region. Track collector performance and collection effectiveness index.
- 5. Customer Relationship Management Assign account managers to key customers. Reach out to customers in distress and offer payment plans. Suspend service for chronically late/defaulting customers.
- 6. Write-Off and Recovery Procedures Set clear thresholds for write-off approval. Use third-party collections for aged accounts. Regularly review bad debt allowance.



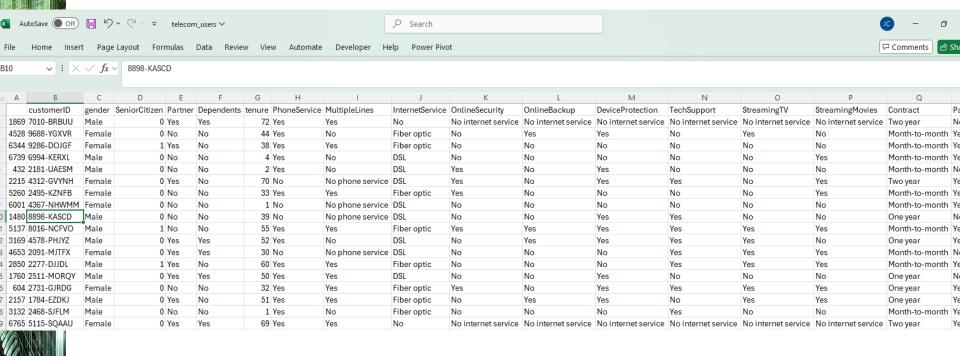
#### ChatGPT and Data

- So far, we have been using ChatGPT to generate text. What about using it to analyze data?
- At first, it might not seem to be a good use, but when you recall that data analysis is often preformed by programs, and programs are text, perhaps ChatGPT can be helpful



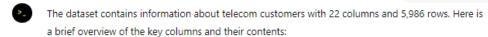


 Data – Customer churn data for a mobile phone company in a .csv file – fields have short names





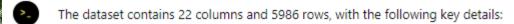
#### Describe this data



- 1. Unnamed: 0: Appears to be an index column that may not be useful.
- 2. customerID: Unique identifier for each customer.
- 3. gender: Gender of the customer (Male/Female).
- 4. SeniorCitizen: Indicates if the customer is a senior citizen (1 for Yes, 0 for No).
- Partner: Indicates if the customer has a partner (Yes/No).
- Dependents: Indicates if the customer has dependents (Yes/No).
- tenure: Number of months the customer has been with the company.
- 8. PhoneService: Indicates if the customer has phone service (Yes/No).
- MultipleLines: Indicates if the customer has multiple lines (Yes/No/No phone service).
- InternetService: Type of internet service (DSL, Fiber optic, No).
- OnlineSecurity, OnlineBackup, DeviceProtection, TechSupport, StreamingTV, StreamingMovies: Indicate the availability of respective services.
- 12. Contract: Type of contract (Month-to-month, One year, Two year).
- PaperlessBilling: Indicates if the billing is paperless (Yes/No).
- 14. PaymentMethod: Payment method (Electronic check, Mailed check, Bank transfer, Credit card).
- 15. MonthlyCharges: The amount charged to the customer monthly.
- TotalCharges: The total amount charged to the customer, though stored as an object type, which may need cleaning.
- 17. Churn: Indicates if the customer has left the service (Yes/No).



Preform exploratory data analysis with visuals



- The dataset appears to be about telecom customers with various attributes related to their service usage, demographics, and churn status.
- Most columns are categorical, such as gender, InternetService, PaymentMethod, and Churn.
- The Totalcharges column is currently stored as an object, which suggests there might be some non-numeric values that need cleaning.

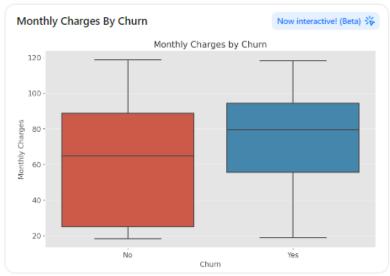
Let's clean and explore the data visually, focusing on key insights related to churn, service usage, and customer demographics. [-]

The dataset has been cleaned by converting the Totalcharges column to numeric and handling missing values, resulting in 10 rows removed due to missing Totalcharges.

#### **Key Descriptive Statistics:**

- The average monthly charge is approximately \$64.85.
- The average total charges are around \$2298.06, with significant variability among customers.
- The average tenure is about 32.5 months, with a maximum tenure of 72 months.
- About 16% of the customers are senior citizens.





Internet Service Type By Churn

Preform exploratory data analysis with visuals

Monthly Charges by Churn: Customers who churn tend to have higher monthly charges, suggesting that higher costs may contribute to churn.

Internet Service Type by Churn: Fiber optic customers have a higher churn rate compared to DSL and those with no internet service, highlighting that service type may influence churn behavior.



#### Steps:

- Data Cleaning: Ensure all data is in the correct format, especially the TotalCharges column, which seems to be stored as an object type.
- Data Exploration: Understand the relationships between features and the target variable (Churn).
- 3. Feature Engineering: Prepare data for modeling.
- 4. Model Training: Use a model to identify important features driving churn.
- Feature Importance Analysis: Determine the most important factors.

Let's start with data cleaning and exploration.

The analysis identified the most important factors driving customer churn as follows:

- TotalCharges: The total amount charged to the customer.
- MonthlyCharges: The monthly amount charged to the customer.
- 3. tenure: The number of months the customer has been with the company.
- 4. Contract: Type of contract (Month-to-month, One year, Two year).
- PaymentMethod: The method of payment used by the customer.
- 6. OnlineSecurity: Availability of online security service.
- 7. TechSupport: Availability of technical support service.
- 8. InternetService: Type of internet service (DSL, Fiber optic, No).
- 9. gender: Gender of the customer.
- 10. PaperlessBilling: Whether the customer uses paperless billing.

The most influential factors are related to billing and service terms, such as total charges, monthly charges, and tenure, along with contract type and service availability.

Let me know if you need further analysis or specific insights on any of these factors! [-]

Determine the most important factors that drive customer churn



Based on the key factors driving customer churn identified from the data, here are targeted strategies to improve customer retention:

Tell me how to improve customer retention based on this data

#### 1. Address High Charges (TotalCharges and MonthlyCharges)

- Offer Discounts and Promotions: For customers with high monthly charges, offer personalized discounts, loyalty rewards, or bundled packages that reduce overall costs.
- Flexible Payment Plans: Introduce flexible payment options, such as installment plans, for customers with high total charges to ease their financial burden.

#### 2. Improve Tenure (Encourage Longer Stay)

- Loyalty Programs: Implement loyalty programs that reward customers for longer tenure, such as
  free months of service, upgrades, or special perks after a certain period.
- Contract Renewal Incentives: Offer incentives for customers who renew their contracts or switch
  from month-to-month to longer-term contracts (e.g., reduced rates for 12- or 24-month
  commitments).

#### 3. Optimize Contract Types

- Promote Long-Term Contracts: Since shorter contracts are linked with higher churn, promote long-term contracts by highlighting cost savings and added benefits.
- Reduce Month-to-Month Churn: Provide additional perks for month-to-month customers, such
  as free tech support or limited-time offers to extend their stay.

#### 4. Enhance Payment Methods

- Incentivize Automatic Payments: Encourage customers to switch to automated payment methods like bank transfers or credit cards by offering small discounts or rewards points.
- Address Payment Issues Promptly: Improve customer support for resolving payment issues to reduce frustration and churn related to billing disputes.

#### 5. Boost Service Quality (OnlineSecurity, TechSupport)



#### ,↑

#### Another Use – Custom GPTs

- You can create a custom GPT that is trained on specific documents and does specific tasks
- Example: I train ChatGPT on my class notes and have it create multiple-choice questions for my students

AIS Chapter 14 Information Systems and Controls >

How many multiple-choice questions would you like to answer? You will have two attempts for each question.

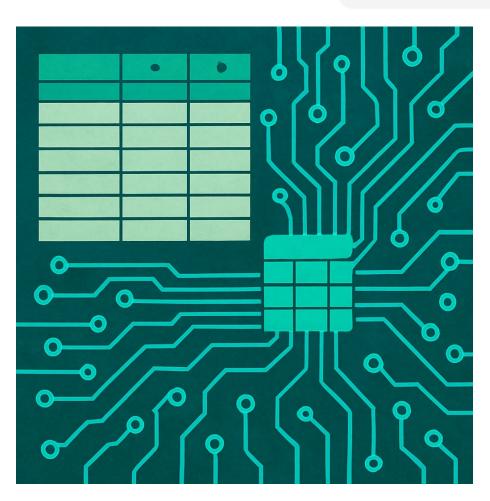
Great! Based on the notes you uploaded from Chapter 14, I'm ready to quiz you.

How many multiple-choice questions would you like to answer?



## Another Use – Image Creation

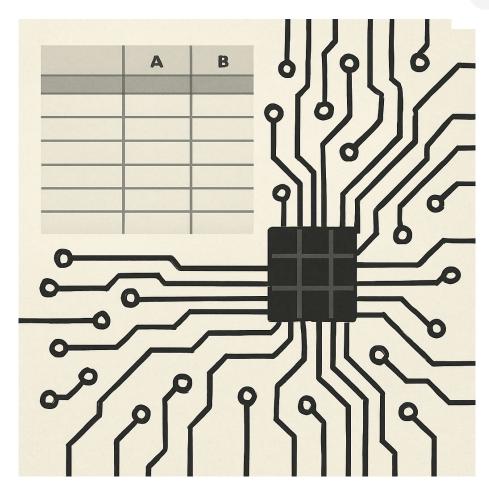
create an abstract image that combines circuits and spreadsheets





## ChatGPT- Image Creation - Cont.

make the background lighter and the foreground darker





#### ChatGPT/LLM Risks

- Hallucinations ChatGPT will often produce text that sounds great but is incorrect
- Classic example:
  - Prompt: When did Leonardo da Vinci paint the Mona Lisa?
  - ChatGPT response: Leonardo da Vinci painted the Mona Lisa in 1815.
  - Correct answer: The Mona Lisa was painted between 1503 and 1506, or perhaps continuing until 1517.
- My example Citations of research related to Critical Audit Matters – 18 out of 20 were completely fictitious (but sounded good)
- The new, more powerful reasoning models appear to hallucinate at a higher rate, so at this point, the problem is getting worse, not better



## ChatGPT/LLM Risks — Continued

- Privacy When you input your prompt, you are giving that information to OpenAI, and it could be used to train future models
  - You can opt out, but you are trusting OpenAI to follow your request
- Bias ChatGPT models are trained on existing text; if that text has bias, then the model output will have bias
  - For example, I have asked ChatGPT to write the funny accountant poem 20 or more times, and the accountant has never been a female
  - Other forms of bias can be more subtle
- Lack of Repeatability the same prompt will typically produce different results each time you run it
  - The same prompt generates different outputs
  - This is just like humans
  - There are model parameters like temperature and Top p that impact how different/random/creative the replies are



## ChatGPT/LLM Risks — Continued

- Malicious Use Tools like this can be used to create misinformation and malware
  - A recent study found that phishing emails created using LLMs were as effective as those created by expert humans. The difference is that LLMs can create them at scale.
- Intellectual Property Rights for LLM Content
  - There are ongoing disputes between intellectual property rights holders and the companies that have trained their models on
  - In addition, copyright in the U.S. is not currently available for material generated by LLMs



## ChatGPT/LLM Risks — Continued

- Transparency and Accountability LLM models cannot currently be audited or verified
- Dependency and Deskilling As people rely on LLMs, they may reduce their capacity for critical thinking and creativity
  - Studies to date have shown that some workers with LLM augmented jobs show lower job satisfaction



## Mitigating ChatGPT/LLM Risk

- Hallucinations perform a thorough review of LLM output
- Privacy:
  - Develop company polices related to model use and the kind of prompts and data that may be input
  - Consider privately-hosted models to reduce risk
- Bias Consider bias audits when considering a model for use
- Intellectual Property Discuss with legal counsel and review agreements with model providers
- Dependency Cross-train workflows that utilize models to keep skills sharp



# ChatGPT Models

Model	Description
40	Best current general model, trained on Oct 2023 data
4o-mini	Faster, slightly less powerful version of 4o, cheaper if you are paying per token
4	Previous base model, replaced by 40
4.5	Newest model, in preview mode, higher accuracy rate and lower hallucination rate than 40
o3-mini	Faster and cheaper per token than 40, better at logic and reasoning
o3-mini-high	Similar to o3-mini, but puts more compute into reasoning



## ChatGPT Competitors

- Google Gemini a close competitor to ChatGPT,
   with access to more current data
- Anthropic Claude another ChatGPT competitor, has strengths in coding and creativity
- Meta Llama available as an open-source model
- And many, many others including DeepSeek and Grok



## ChatGPT and Search Engines

- Remember that ChatGPT and other LLMs are not generally search engines
  - If you want to find the best price on a new set of tires for your car, use a Search Engine
  - Of course, given the value of advertising, you might expect this feature to become increasingly common
  - And, in reverse, you would also expect search engine companies to start offering LLM features
  - These lines will continue to blur



# ChatGPT — What Is It Really - Conclusion

- ChatGPT is a solid assistant for many tasks
- Think of it like an intern that you hired for the summer
- It can do some basic tasks well
- One more time
  - Never ask it to do something you could not do yourself
  - Never send ChatGPT output to someone else without a thorough review

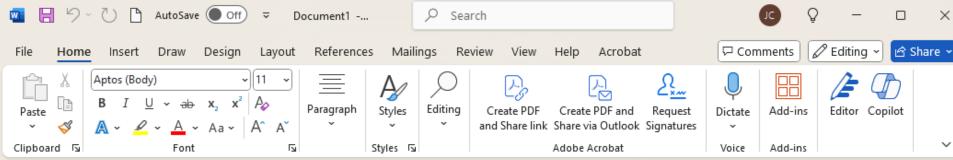


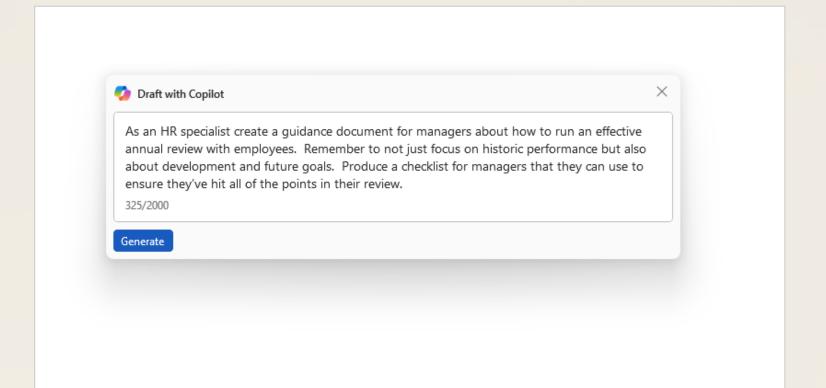
## Microsoft Copilot

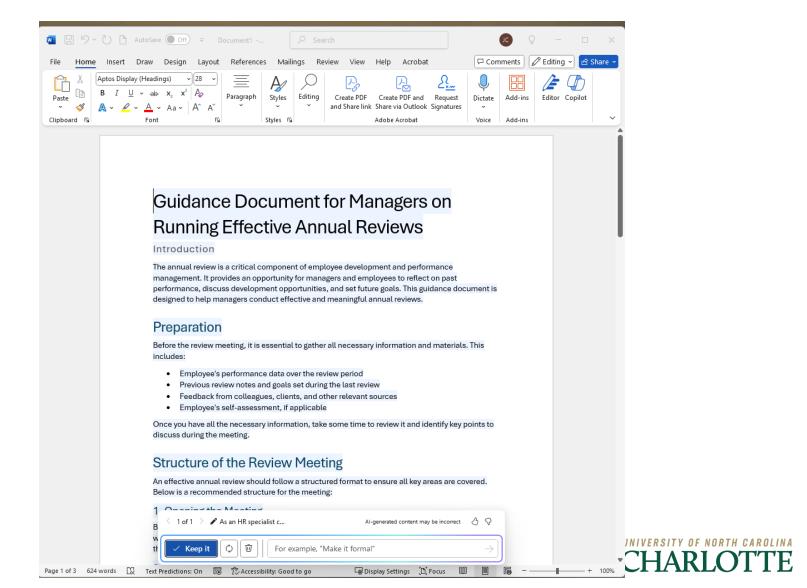
- To date, Microsoft has invested an estimated \$13 billion in OpenAI, the creators of ChatGPT
- Copilot is moving some of the tasks that a large language model, generative AI like ChatGPT can perform inside Office applications
- Microsoft also uses the Copilot brand in other products and offerings
- Copilot Pro is currently offered to Office 365 users for a fee of \$20 per month
- Copilot features will be introduced in Waves. Currently Wave 2 has been released.

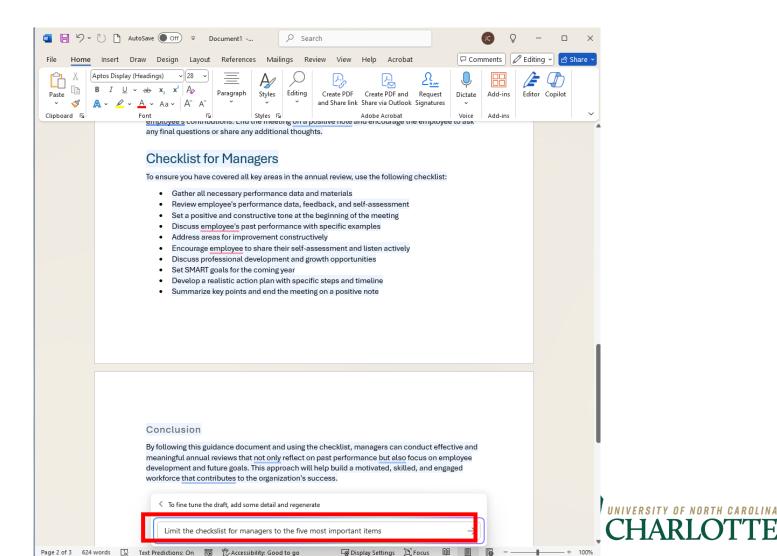


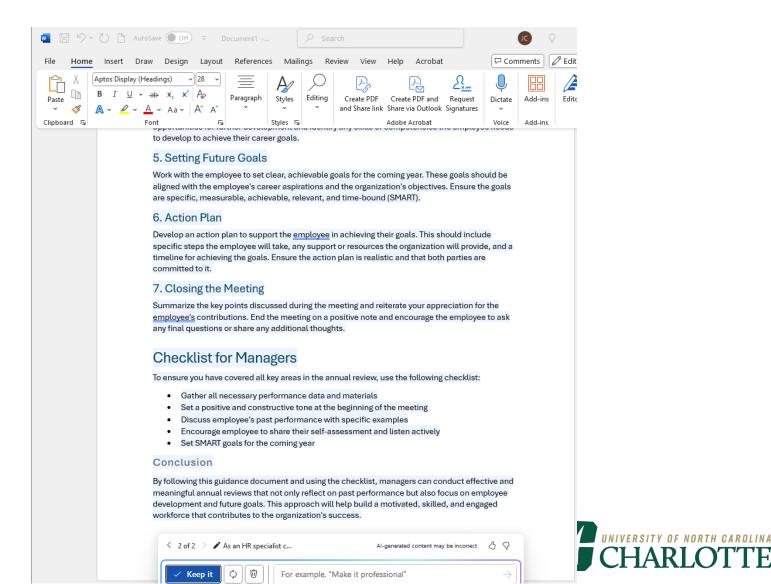


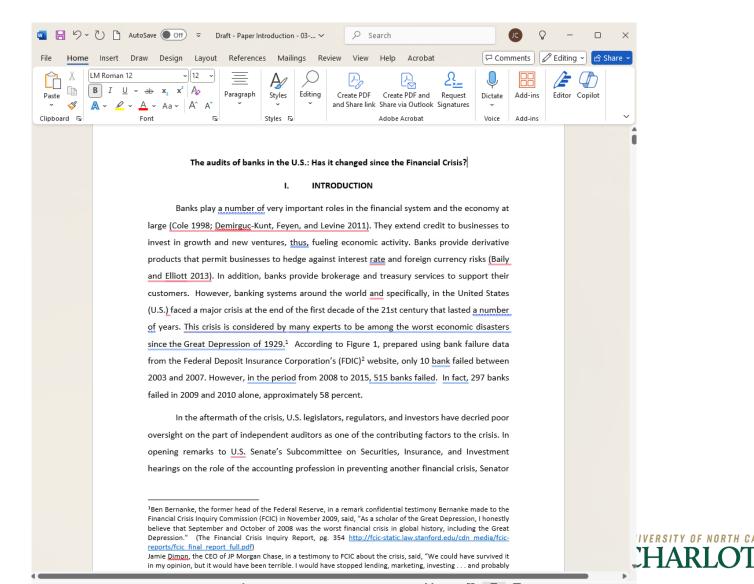


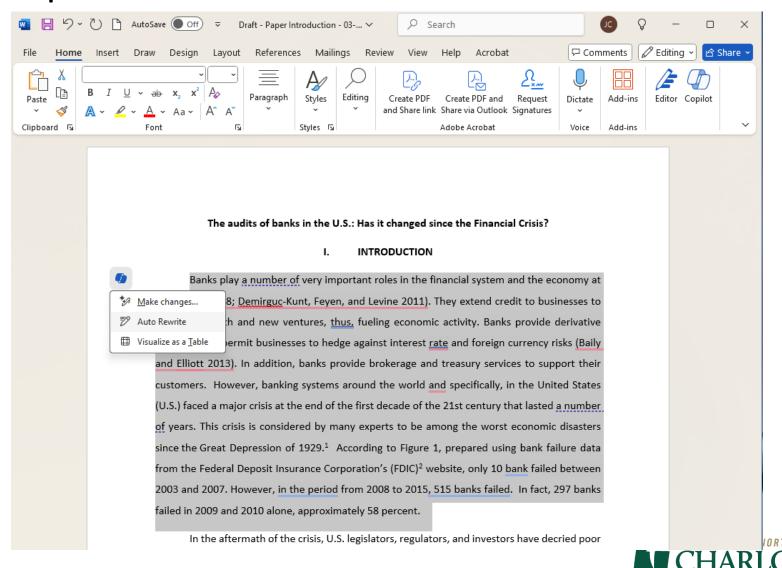


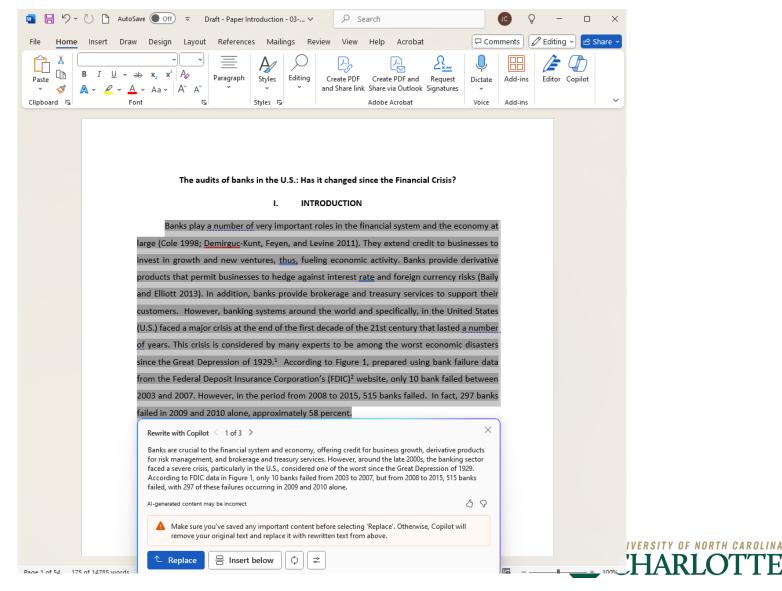


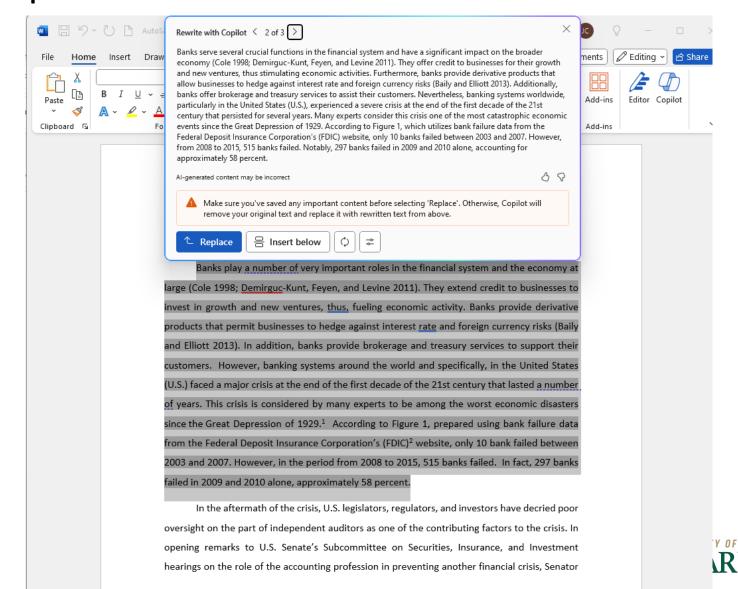




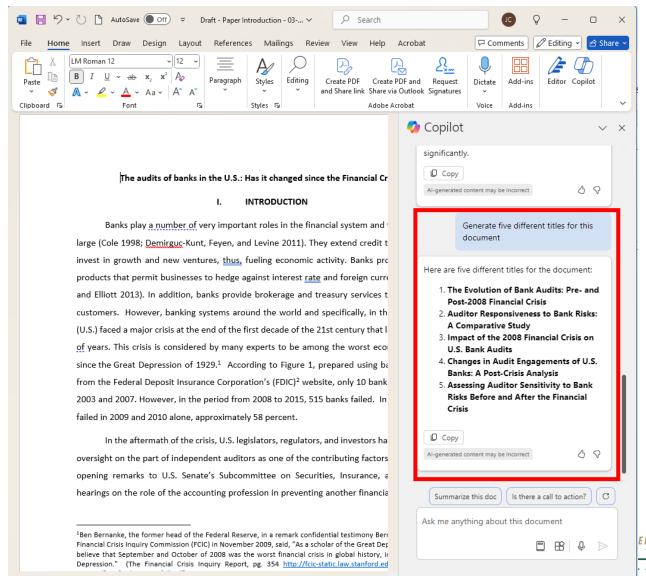




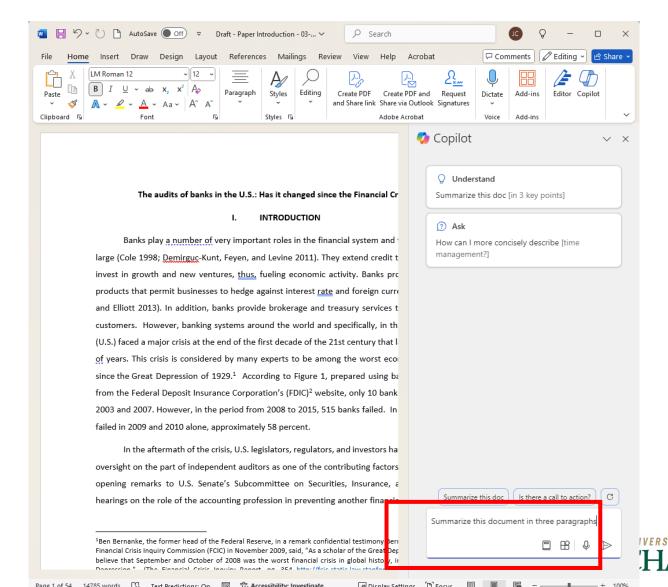




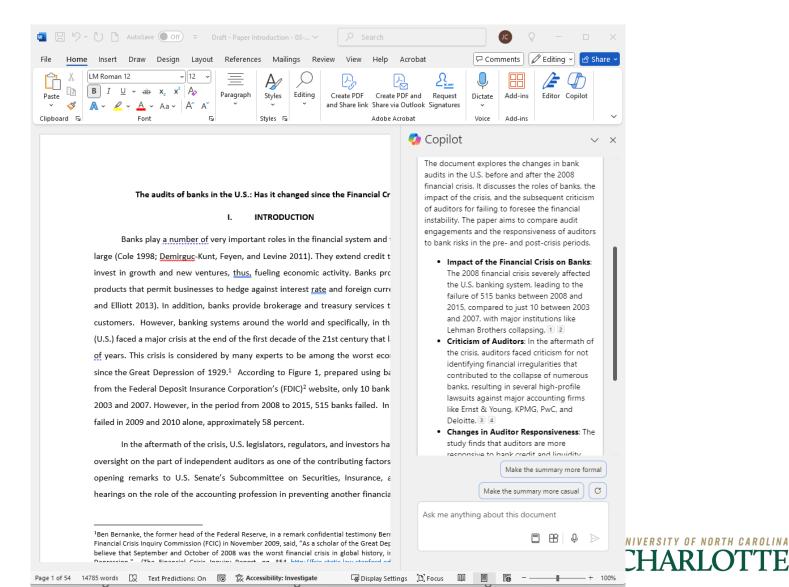
# Copilot for Word — Edit/Create



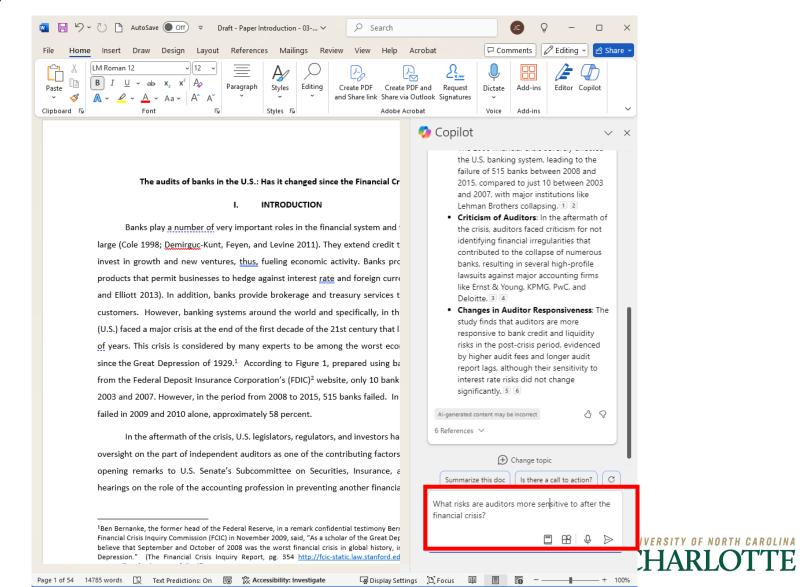
# Copilot for Word - Summarize



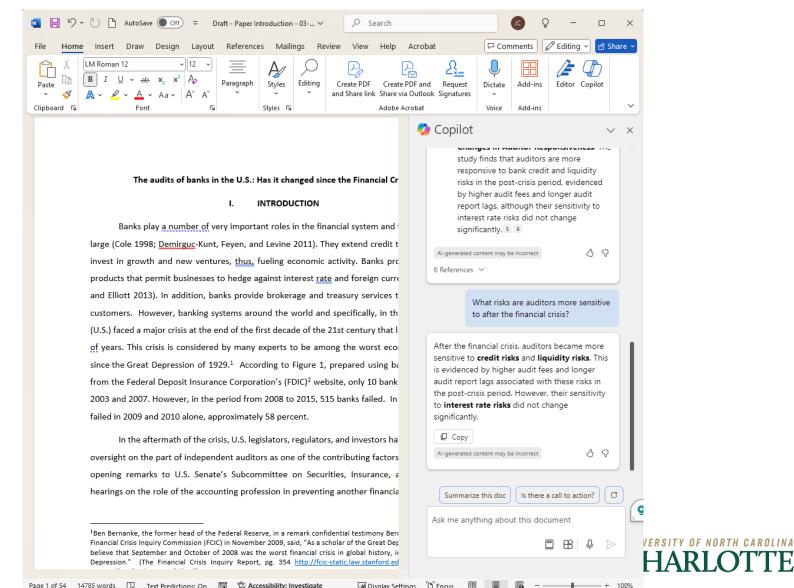
# Copilot for Word - Summarize



# Copilot for Word – Ask Questions



# Copilot for Word – Ask Questions

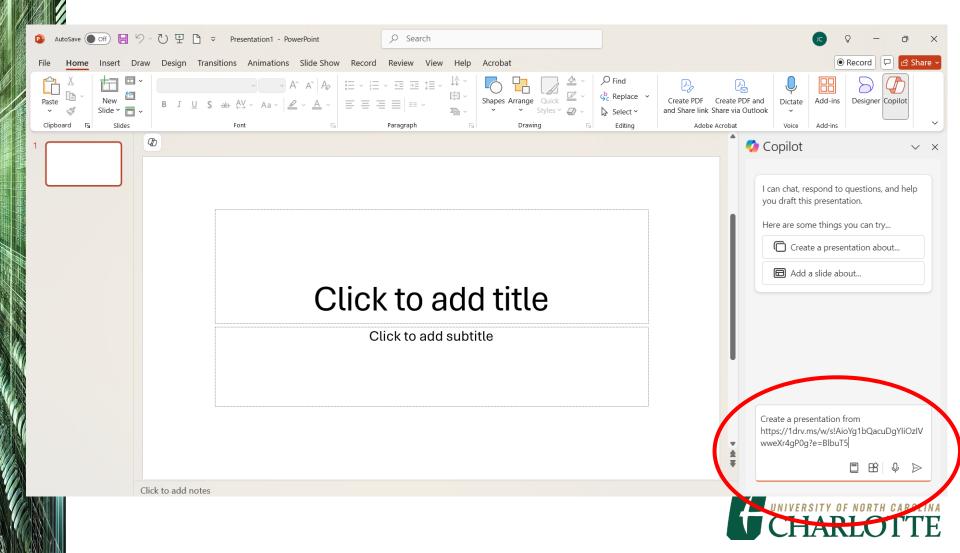


## Copilot in Word - Observations

- So far, I am impressed with Copilot in Word
- It does a good job when working on a current document
- It also does a good job of creating documents where the subject is reasonably common

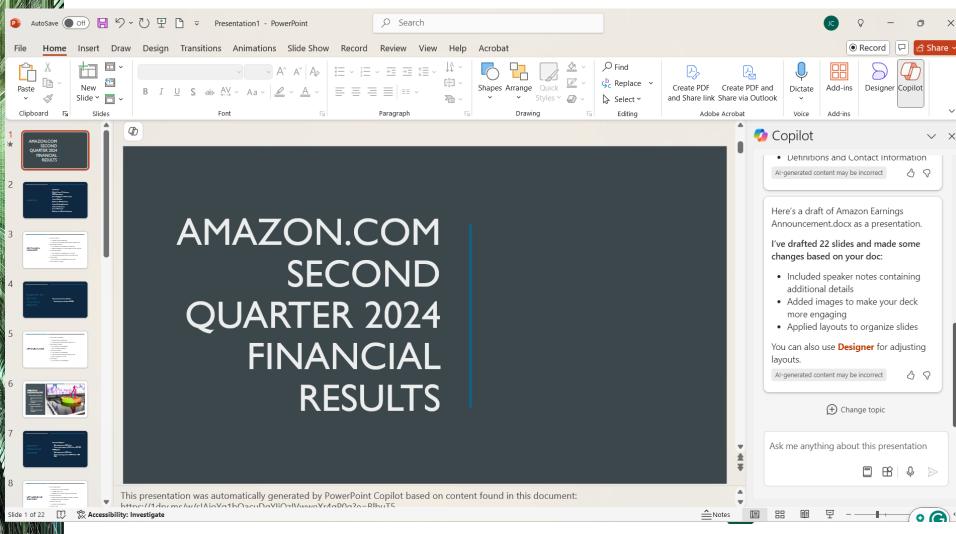


# Copilot – PowerPoint - Create



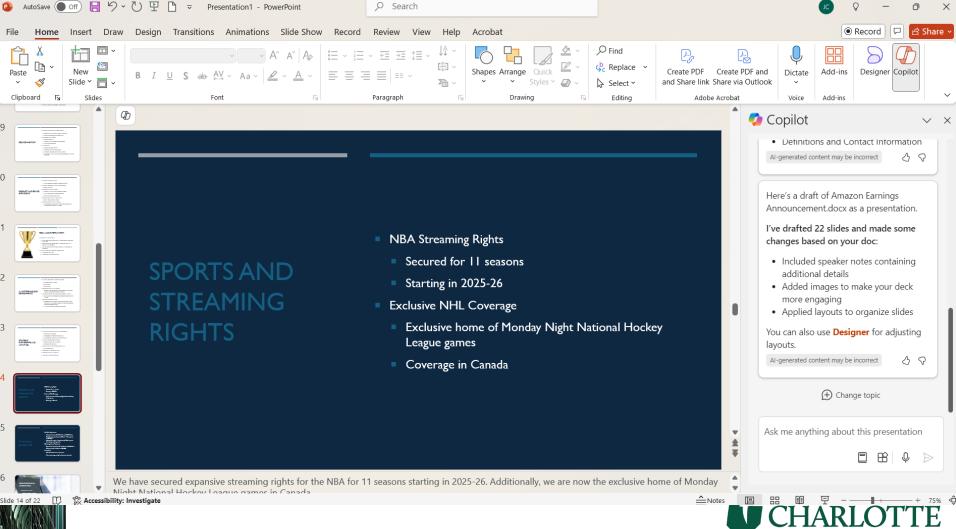


# Copilot – PowerPoint - Create

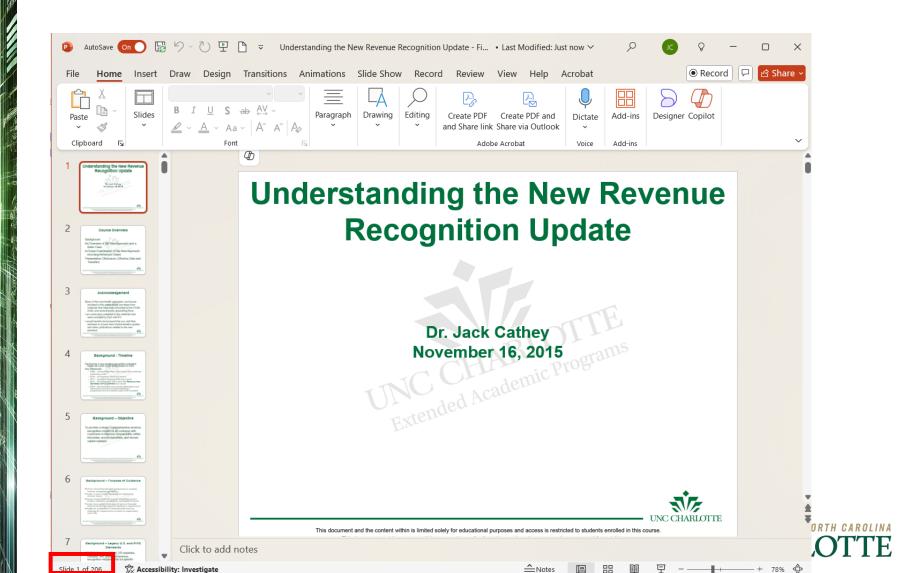




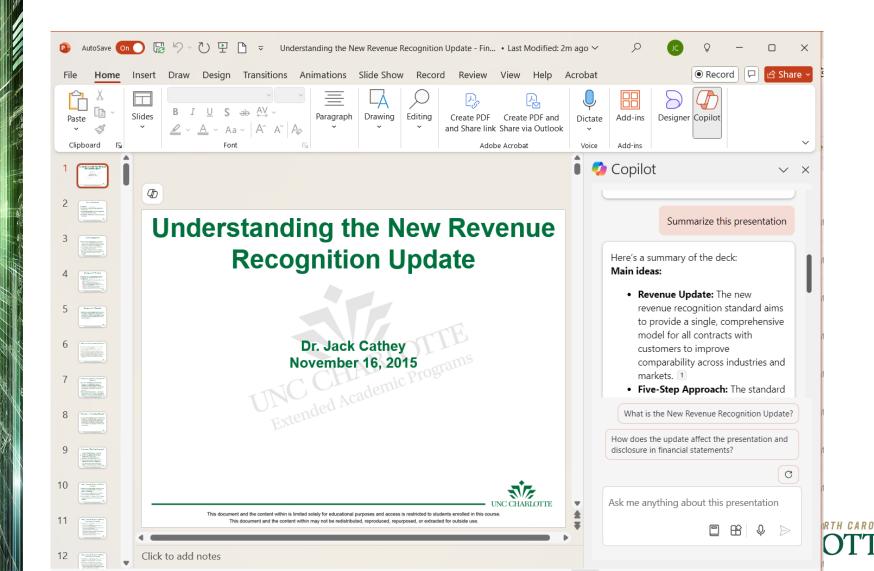
# Copilot – PowerPoint – Create



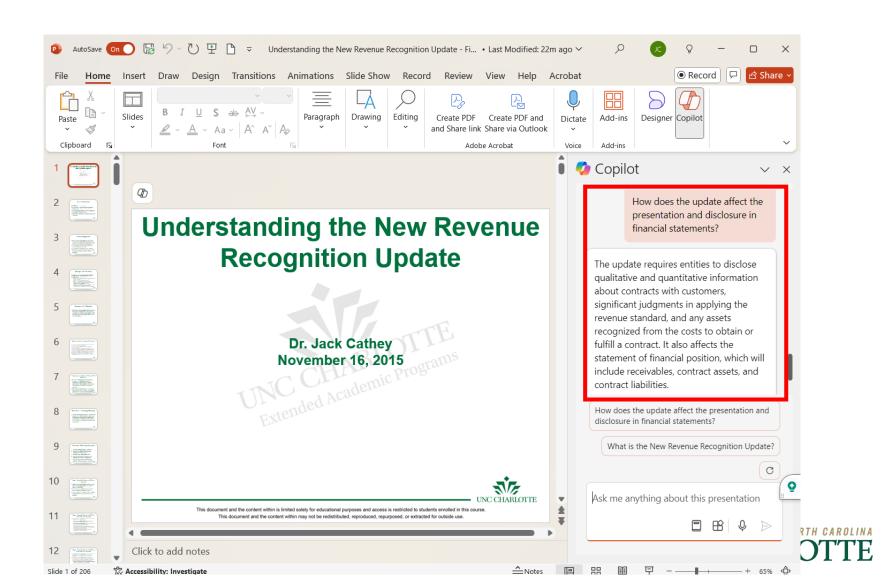
# Copilot – PowerPoint - Summarize



# Copilot – PowerPoint - Summarize



# Copilot – PowerPoint - Questions



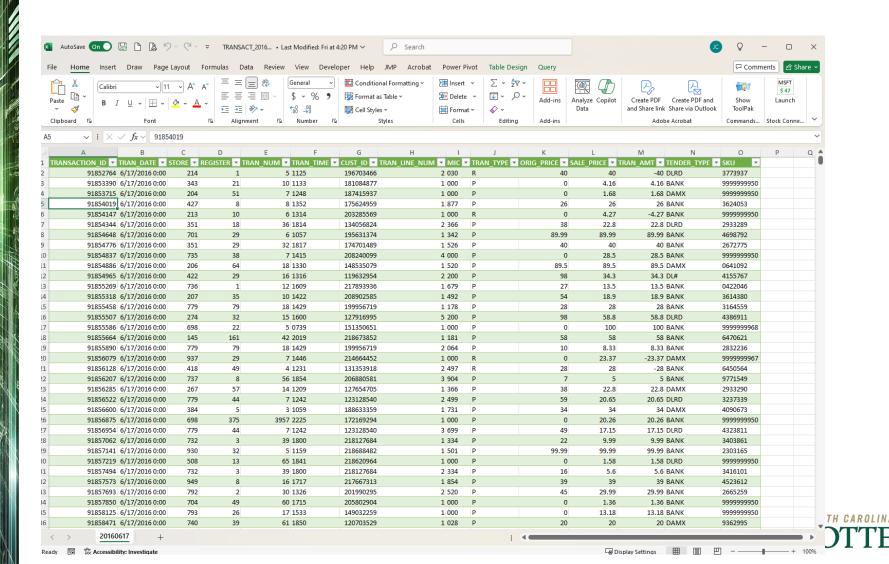
# Copilot in PowerPoint - Observations

- This is very much like the observations with Word
  - Good for creating the first draft presentation if you have a base document
  - Good for editing portions of a document
  - Good for summarizing a long PowerPoint

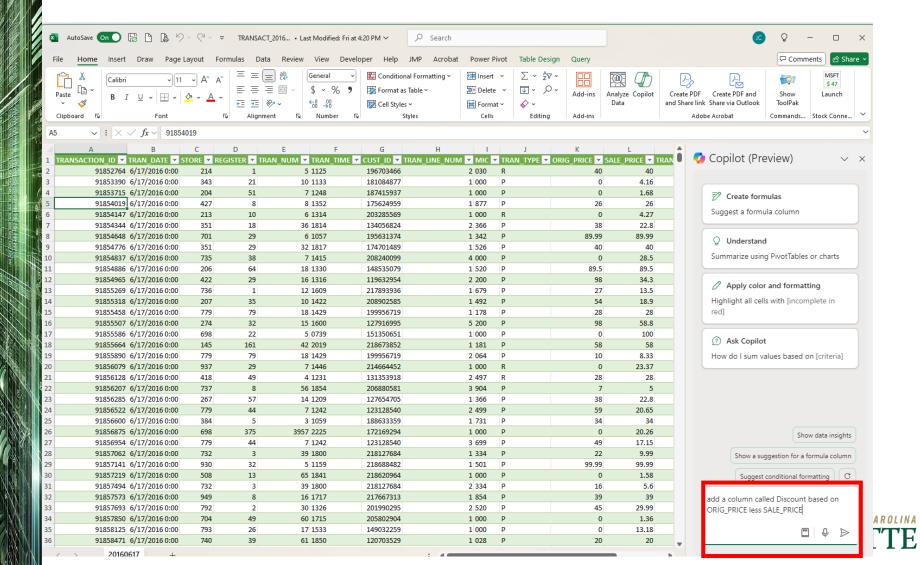


#### Copilot in Excel

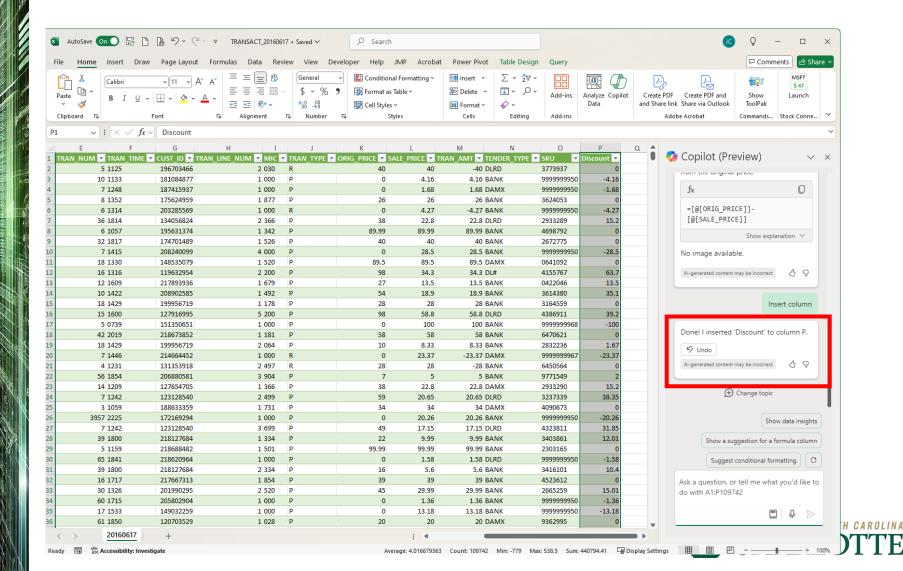
Note: Copilot works best when data is in tables



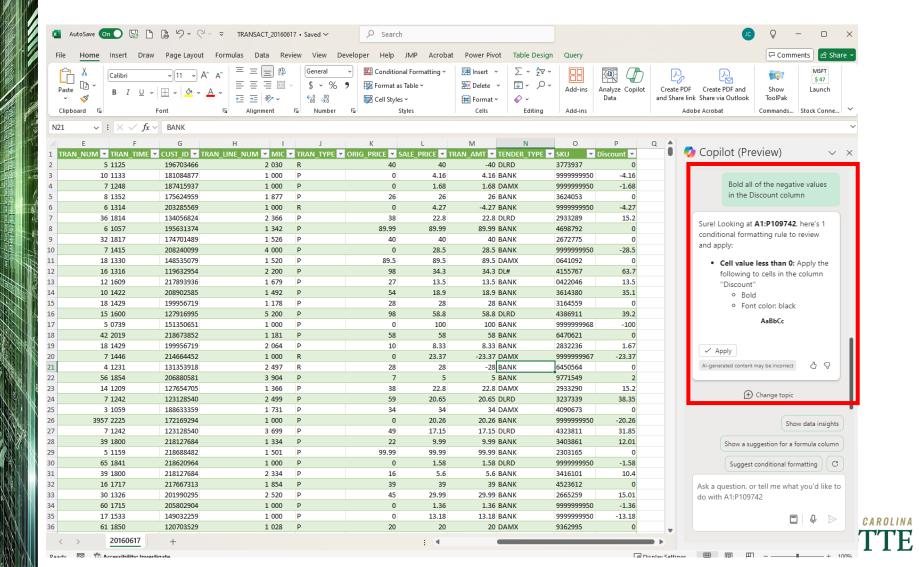
# Copilot in Excel – Add a Formula



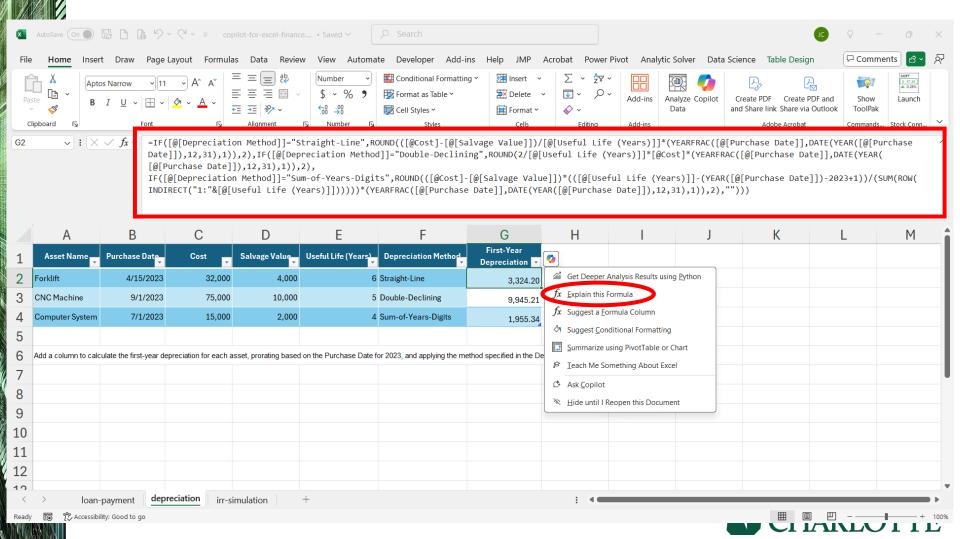
# Copilot in Excel – Add a Formula



# Copilot in Excel – Format Cells

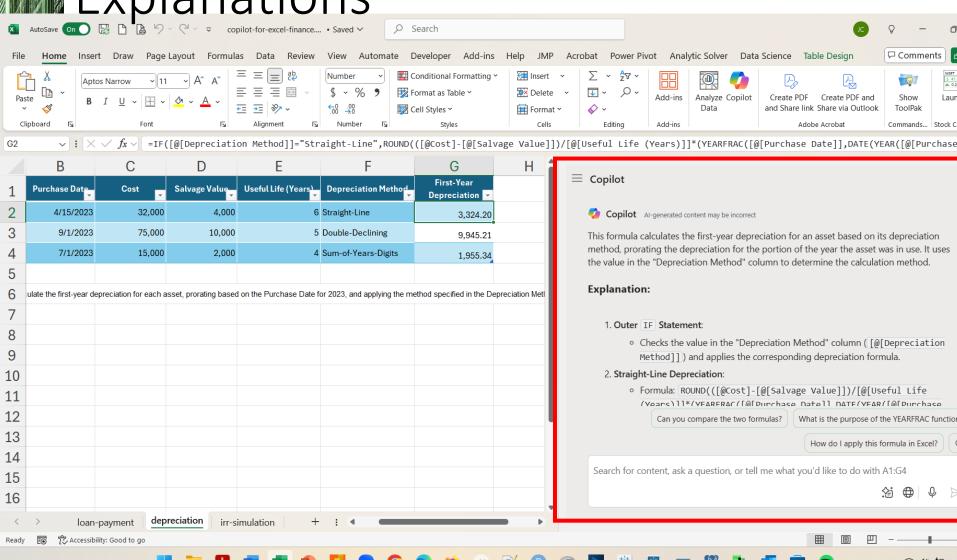


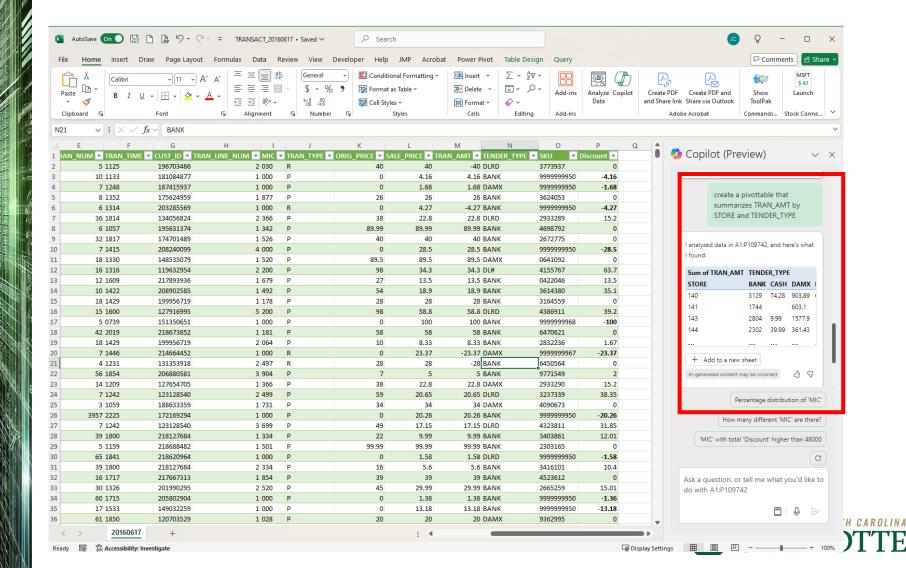
# Copilot in Excel – Formula Explanations

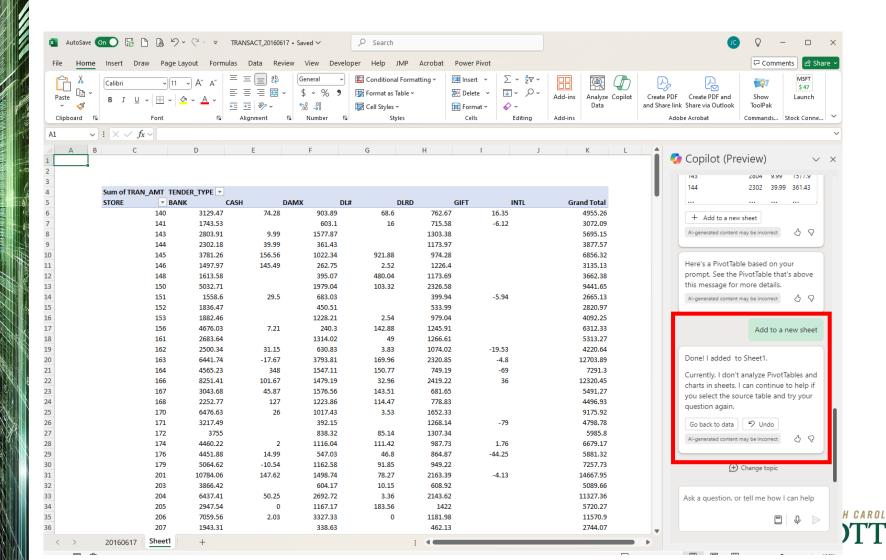


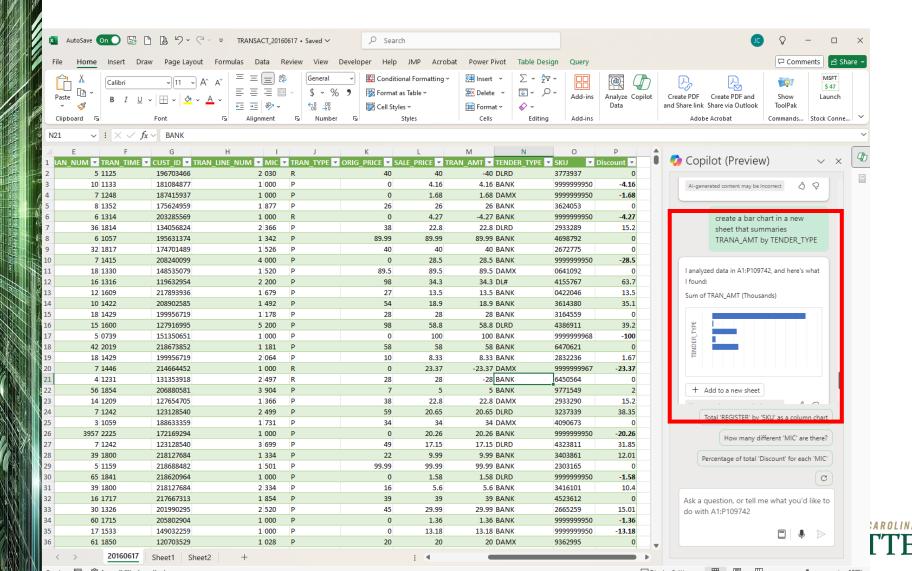
# ▼ AutoSave

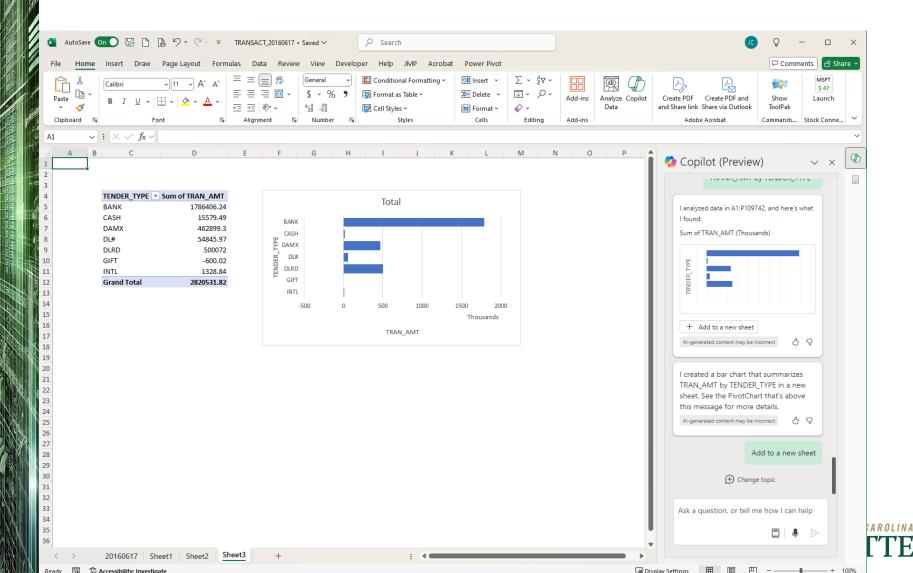
Copilot in Excel – Formula Explanations



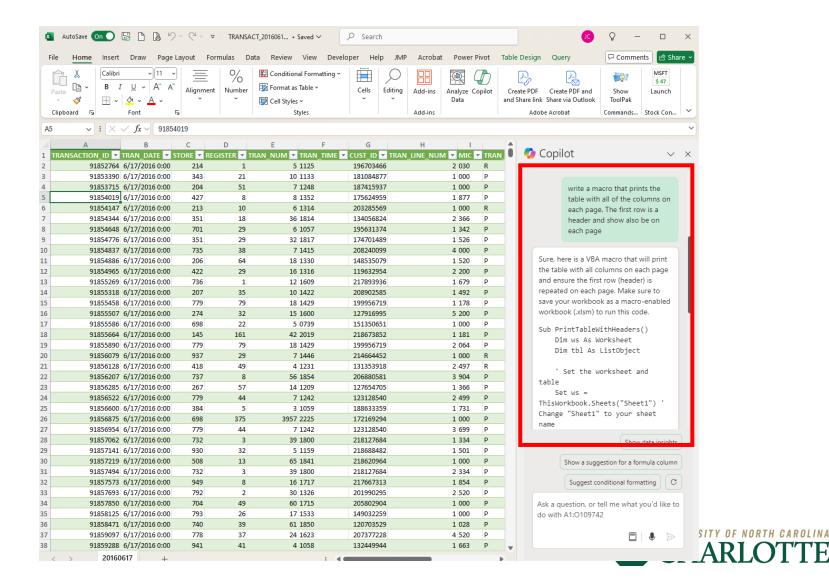




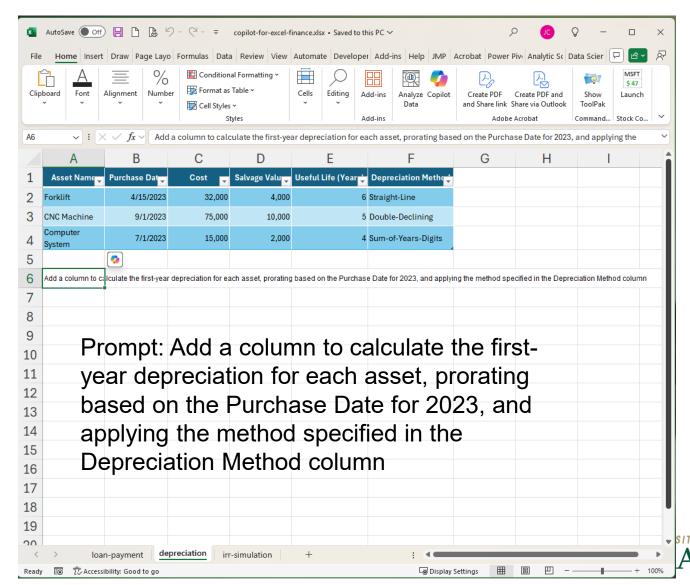




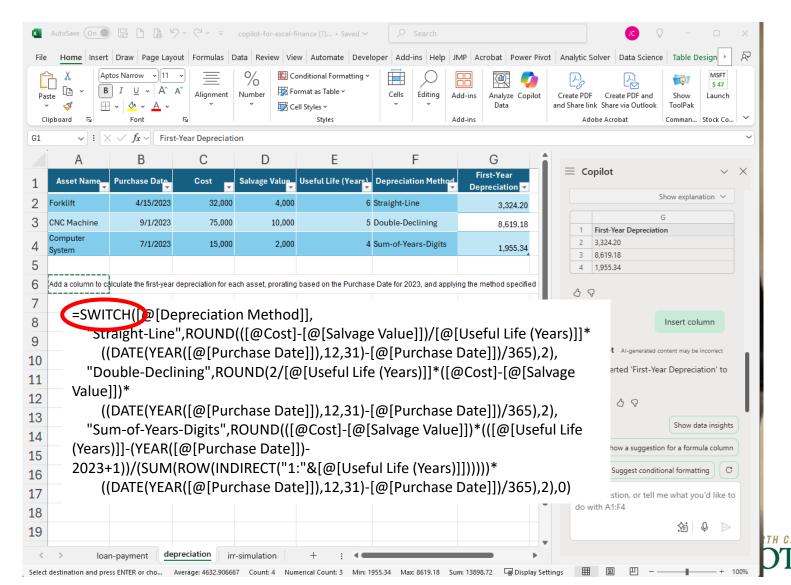
#### Copilot in Excel – Macro Creation



### Copilot in Excel - Depreciation

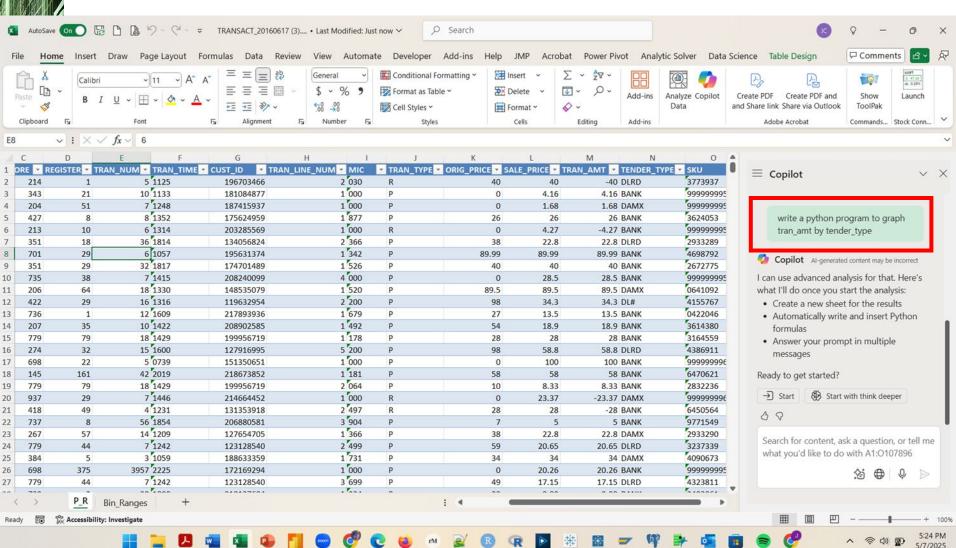


### Copilot in Excel - Depreciation



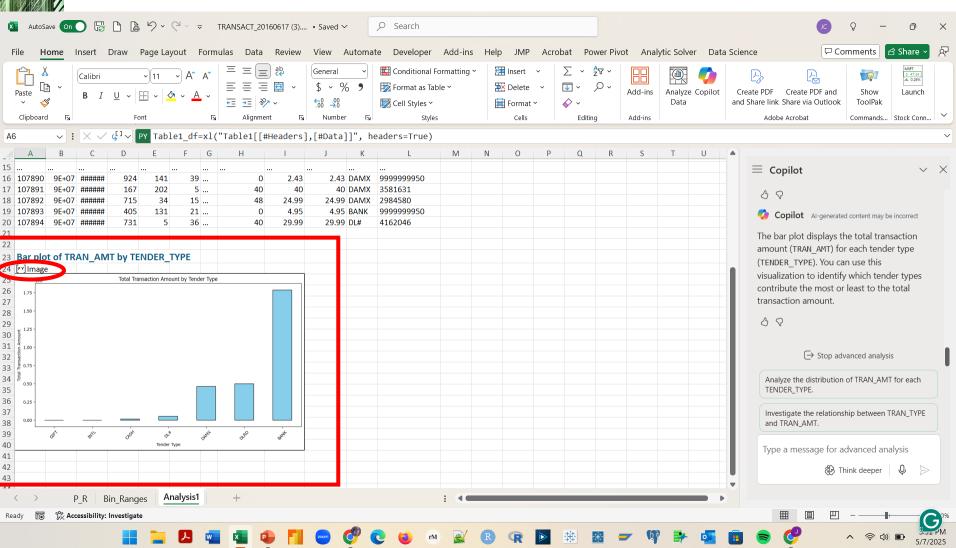


## Copilot in Excel – Python Code



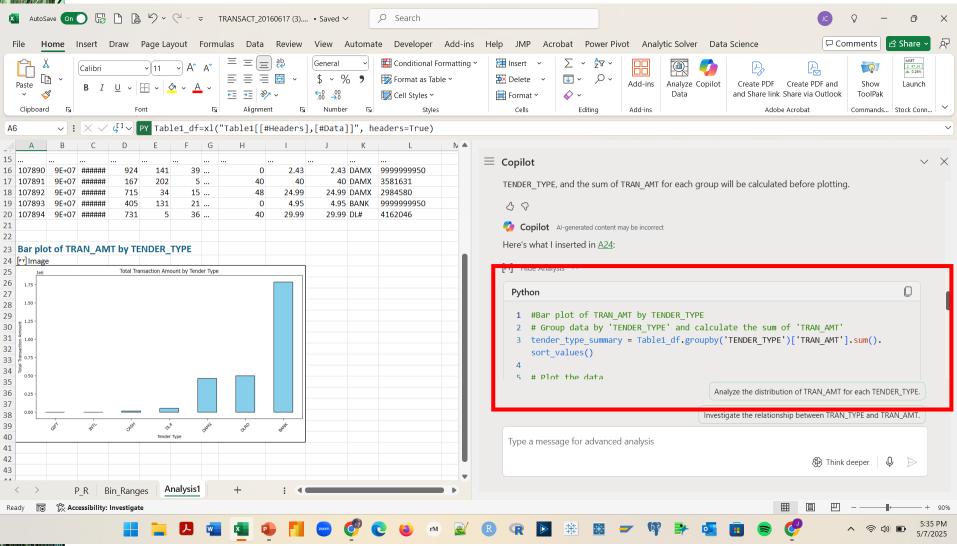


## Copilot in Excel – Python Code





## Copilot in Excel – Python Code



### Copilot in Excel - Observations

- I am only moderately impressed with what Copilot can do at this time in Excel
- So far, many of the tasks that Copilot in Excel can do are limited and would be much more efficient if I just did them myself
- Some exceptions
  - Explaining complex functions in words
  - Using less familiar functions and features
  - Writing macros
  - Analyzing data stored in Excel using Python
- I expect this will be an area of continued development



# Copilot in Other Office Applications

- Copilot in Outlook (I have not used this)
  - Create email drafts
  - Edit email drafts for length, tone, etc.
  - Summarize an email thread with links to specific emails
- Copilot in Teams
  - Summarize the transcript of the meeting
  - If you join a meeting late, you can get a summary of what has occurred so far



#### Copilot – Summary

- If you think of Copilot as a first version of enhancing Office with LLM capabilities, this looks interesting
- It seems much more valuable for text-based applications like Word, PowerPoint, and Outlook, but I suspect the value in Excel will continue to grow



#### Some Reasonable Concerns

- LLMs will improve enough that we will begin to trust them before they are good enough to be trusted
- LLMs get good enough to replace a meaningful number of jobs (or a meaningful portion of enough jobs) to create a rate of job loss that exceeds job growth for the displaced. For a specific example, currently about 2.5-3.0 million people in the U.S. work in call centers.



### Generative Al/LLMs – My Advice

- Avoid the hype, avoid the naysayers
- Jump into the pool and experiment when/where appropriate
- Keep doing this for the next few years as the models develop further
- Another way to say this is shift from trying to figure out what an LLM can't do (because there are lots of things they can't do) to trying to figure out what they can do
- Then filter out the ones you can do more efficiently with some other tool
- If you have something left, then use an LLM to do that
- Then repeat this process every few months



# Final Thoughts: Accounting Professionals and LLMs

- Do I think LLMs will eliminate jobs held by professional accountants? <u>I do not.</u>
- Do I think professional accountants who learn to use LLMs will outperform professional accountants who do not use LLMs? I do.





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Thank you!

P.S. – There are some bonus slides after this



## **Bonus Slides**



## Desktop/Laptops - Hardware

- Not too much is happening here
- Laptop suggestions



#### Laptop Recommendations

 Dell XPS 13 – 13.4", Intel or Snapdragon processor (Copilot +), 16GB, 512GB, 2.6 lbs. - \$1,149 and up



 Lenovo ThinkPad X1 Carbon – 14", Intel Core Ultra 7, 32GB, 1TB, 2.5 lbs. -\$1,700 and up



HP EliteBook 840 – 14", Ultra 7, 32GB,
 1TB, 3.2 lbs. - \$1,400 and up





### Desktop/Laptop — Copilot+ PCs

- Microsoft has created a category of PC called Copilot+ PCs
- These machines have hardware requirements to support on-machine AI, including an NPU (Neural Processing Unit)
- Copilot + PCs can do things like Recall, Live Captions, Photo Enhancer, and others
- It is still very, very early to see if/how this will be a game-changer



## Desktop/Laptop — Software Windows 11

- The Windows 11 adoption rate is still creeping forward
- The latest estimates have Windows 10 at 60-65% and Windows 11 finally exceeding 30%
- Windows 10 will be supported until October 2025
- Business customers can purchase extended support beyond this date.
  - 1 Year \$61
  - 2 Years \$122
  - 3 Years \$427
- Remember that Windows 11 has hardware requirements that may mean your current PC will not be able to be upgraded



#### Mobile

- iPhones
  - iPhone 16
  - iOS 18
- Android phones
  - Samsung S24
  - Google Pixel 9



#### iPhone

- The latest iPhones are iPhone 16
- All four models have the newest A18 chip, Camera Control and Action buttons, and support for Apple Intelligence
- iPhone 16
  - iPhone 16 6.1" display
  - iPhone 16 Plus 6.7" display
- iPhone 16 Pro
  - iPhone 16 Pro 6.3" display
  - iPhone 16 Pro Max 6.9" display
- Both models also use USB C connectors (this changed in last year's model)





#### iPhone 16 and iPhone 16 Pro

- iPhone 16 have
  - A18 chip
  - Aluminum (6 oz and 7 oz)
  - Two cameras
  - Black, White, Pink, Teal, Ultramarine
- iPhone 16 Pro have
  - A18 Pro chip
  - Titanium (7 oz and 8 oz)
  - Three cameras (added camera is telephoto)
  - Black Titanium, White Titanium, Natural Titanium, Desert Titanium



#### Camera Control Button

- On right side
- One touch to open camera, one to take a picture
- Has slider to adjust zoom and other parameters





#### **Action Button**

- One the left side above the Volume Up/Dow buttons
- Replaces the Ring/Silent button
- Customizable actions
  - Ring/Silent (default)
  - Voice memo
  - Shazam
  - Translate
- Previously available on iPhone 15
   Pro





### iOS 18 - Apple Intelligence



- Adds ChatGPT features to your phone
- On-phone for many tasks
- Off-phone tasks can be constrained to a private cloud
- Example tasks
  - Writing tools summarize text, change tone, advanced proofreading, prioritize notifications
  - Image tools Genmoji, turn text descriptions into images
  - Siri improvements better understanding of natural language, better awareness of personal context
- Available for iPhone 16 & iPhone 15 Pro, iPad and other Macs with M1 or later processors
- Available starting in October 2024



#### iOS 18



- Other new features/functions
  - More control over home screen
  - Messages has
    - Better support for communicating with Android users
    - Text formatting (bold, italics, etc.)
    - Send later
    - Satellite support
  - Improved Photos app, including Clean up tool
  - Notes can transcribe audio and summarize documents
  - Password app
- Compatible with models back to iPhone X (10) some features not available on older models



# Other iPhone Models Still Available

- iPhone 15
  - iPhone 15
  - iPhone 15 Plus
- Phone 14
  - iPhone 14
  - iPhone 14 Plus
- iPhone SE





#### Android Phones

- The most popular Android phones are the ones from Samsung and from Google. Here are the most recent releases:
  - Samsung (great cameras, Gemini AI)
    - Galaxy S25 6.2" display \$799
    - Galaxy S25+ 6.7" display \$999
    - Galaxy S25 Ultra 6.9" display \$1,299
  - Google (solid cameras, Gemini AI)
    - Pixel 9 6.3" display \$799
    - Pixel 9 Pro 6.3" display \$999
    - Pixel 9 Pro XL 6.8" display \$1,099
    - Pixel 9a 6.3" display \$499





# My Favorite Technology Purchase (This Year)

- I go to a lot of meetings and need to take notes
- I have used legal pads for a long time, but now most of the meetings send everything out in .pdf files and printing them seemed too wasteful
- I purchased a reMarkable 2 for \$399
  - It has a stylus for writing (with no batteries)
  - The battery lasts for well more than a week (usually two weeks)
  - I can upload the .pdf items in the cloud



