

# **Transforming Project Management through Data Analytics and Generative AI**

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**Abstract:** Generative AI (GenAI) and data analytics are emerging as transformative tools in project management. This study examines the awareness, adoption, and impact of GenAI on project outcomes through a survey of 45 project professionals across diverse industries. Using descriptive statistics and chi-square ( $\chi^2$ ) tests, results show significant associations between GenAI adoption and improvements in schedule adherence, budget efficiency, and quality performance. However, ethical concerns such as privacy, fairness, and transparency, as well as organizational barriers such as governance gaps and resistance to change, remain challenges. The findings suggest that responsible integration and cultural readiness are vital for realizing GenAI's full potential.

**Keywords:** Generative AI, Project Management, Data Analytics