



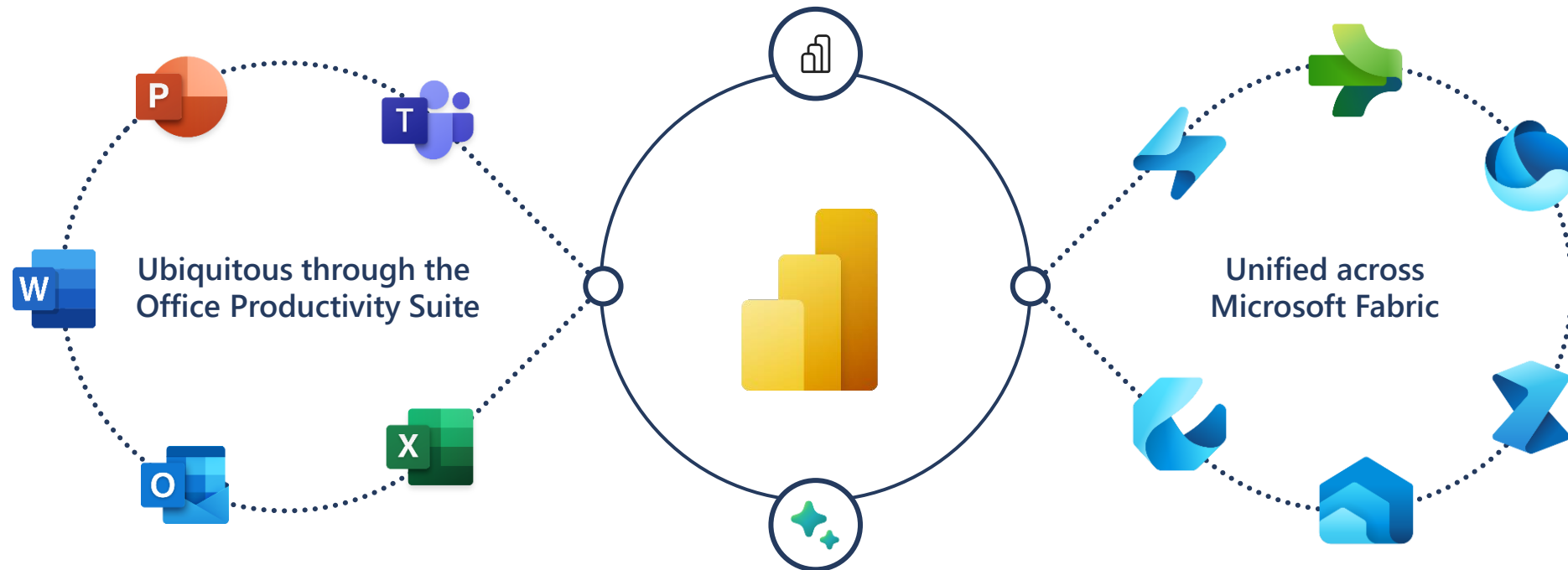
Analytics in the Era of AI

Marc Reguera
Partner Program Manager
Fabric CAT Team



Strategy

Be the undisputed leader in ease of use, depth of data visualization and analysis capabilities



Infused with AI driven Copilot experiences
delivering faster time to insight

Power BI

https://app.fabric.microsoft.com/admin-portal/tenantSettings?experience=power-bi

Microsoft Fabric

Admin portal

Tenant settings **New**

Usage metrics

Users

Premium Per User

Audit logs

Domains **New**

Capacity settings

Refresh summary

Embed Codes

Organizational visuals

Azure connections

Workspaces

Custom branding

Protection metrics

Featured content

There are new or updated tenant settings. Expand to review the changes.

Microsoft Fabric

Users can create Fabric items
Enabled for the entire organization

Users can use production-ready features to create Fabric items. Turning off this setting doesn't impact users' ability to create Power BI items. This setting can be managed at both the tenant and the capacity levels. [Learn More](#)

☒ Enabled

Apply to:

☒ The entire organization

☐ Specific security groups

☐ Except specific security groups

Delegate setting to other admins ⓘ

Select the admins who can view and change this setting, including any security group selections you've made.

☒ Capacity admins can enable/disable

Apply Cancel

Help and support settings

Users can try Microsoft Fabric paid features
Enabled for the entire organization

When users sign up for a Microsoft Fabric trial, they can try Fabric paid features for free for 60 days from the day they signed up. [Learn More](#)

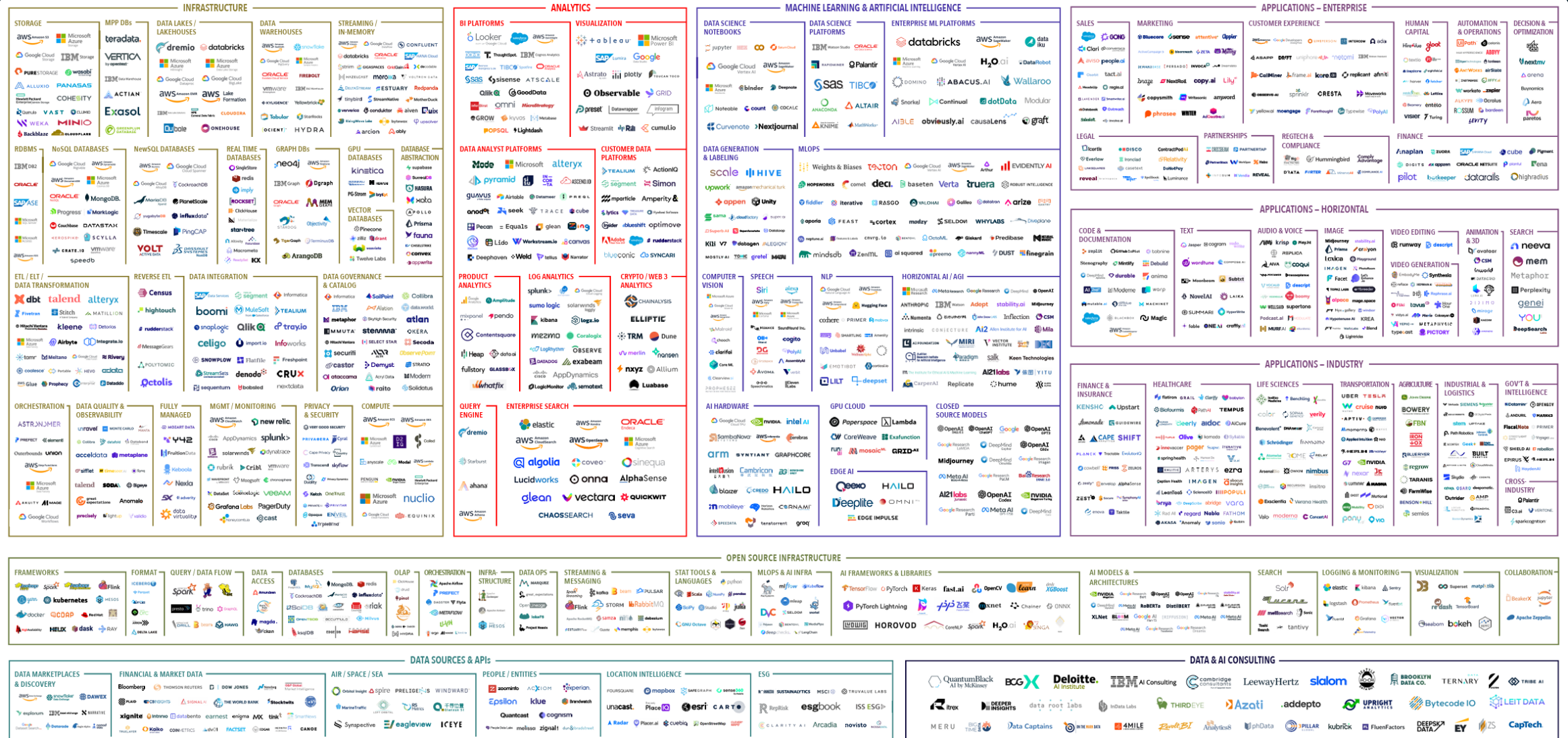
☒ Enabled

AI is changing the world

Data is the **fuel** that powers AI

Massive **fragmentation** of the
modern data & AI stack

The 2023 ML, AI, and Data Landscape



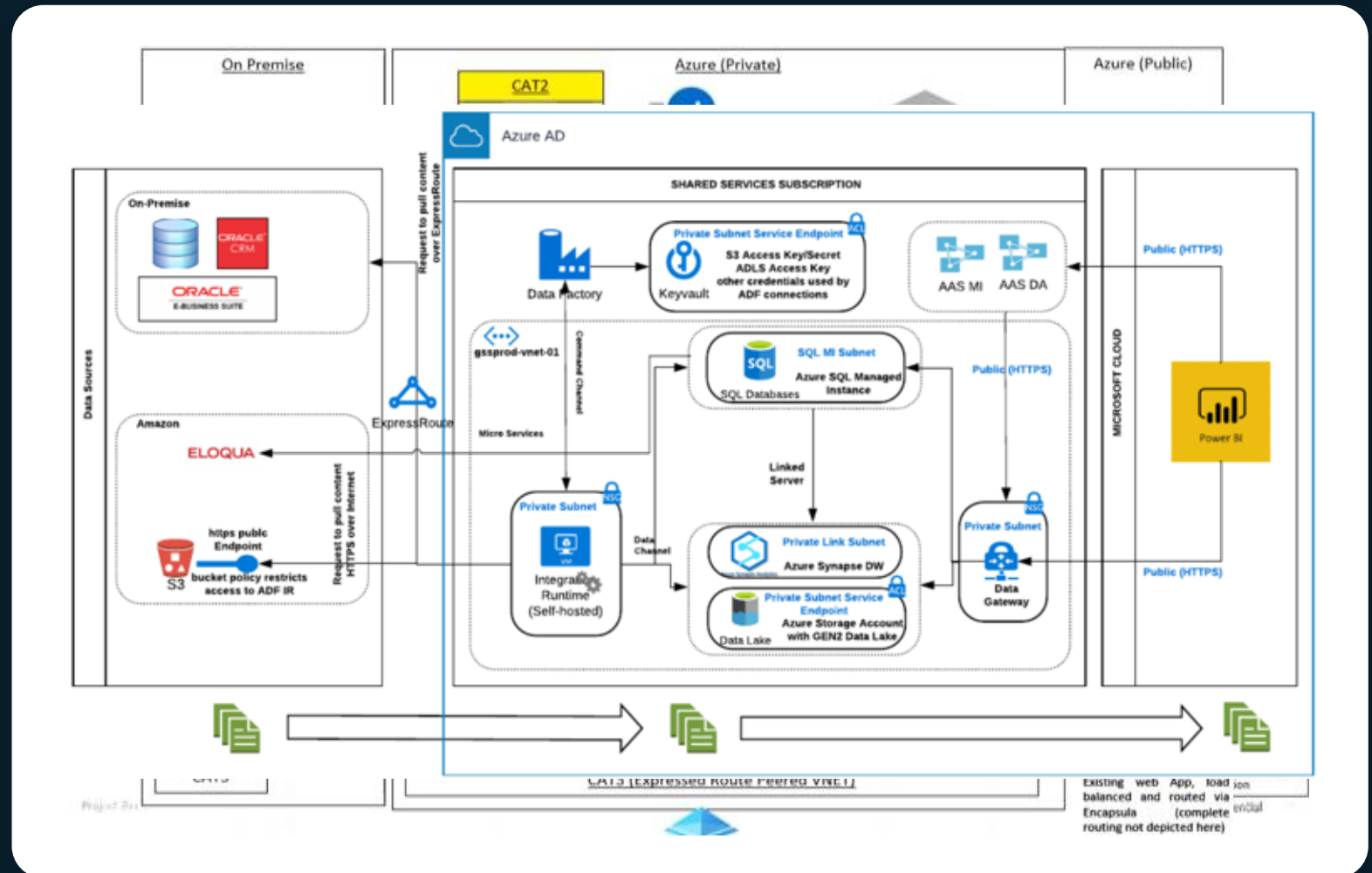
Needing to manually integrate across the stack

Every project has many subsystems

Every subsystem need a different class of product

Products often comes from multiple vendors

Integration is complex, fragile and expensive



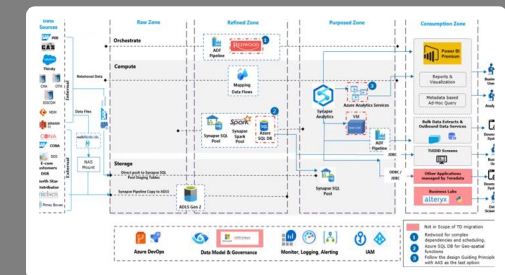
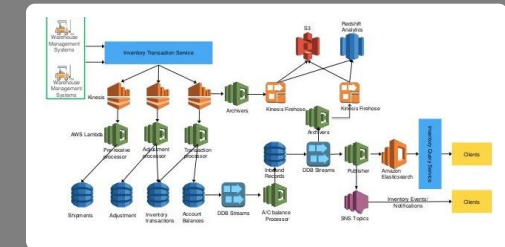
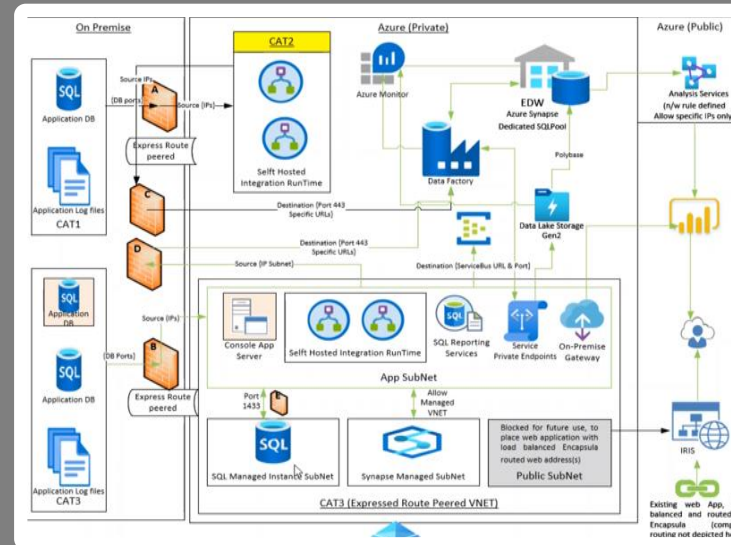
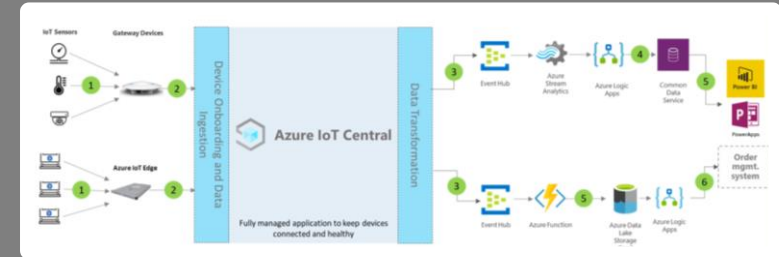
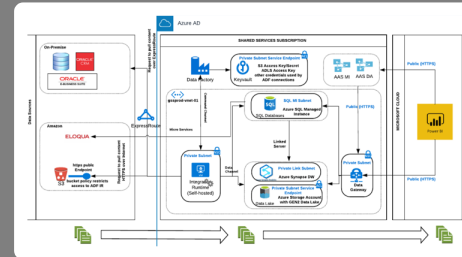
With siloes created everywhere

Applications are built by different teams

With diverse technology stacks and architectures, each designed as a standalone system

Making cross-app integration, and leveraging analytics in operations very hard

This chaotic complexity imperils the transition to the age of AI



//

Unify,

I am the Chief Information Officer and don't
want to be the Chief Integration Officer.

Help me unleash AI in my data estate."

Every CIO, Every Enterprise

Intelligence Platform



**Data
Integration**

Analytics

**Artificial
Intelligence**

**Business
Intelligence**

Product Leadership

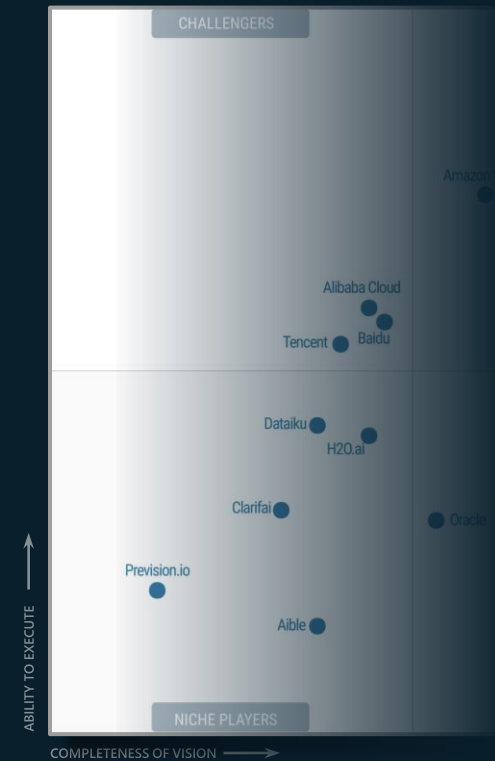
Data Integration



Analytics



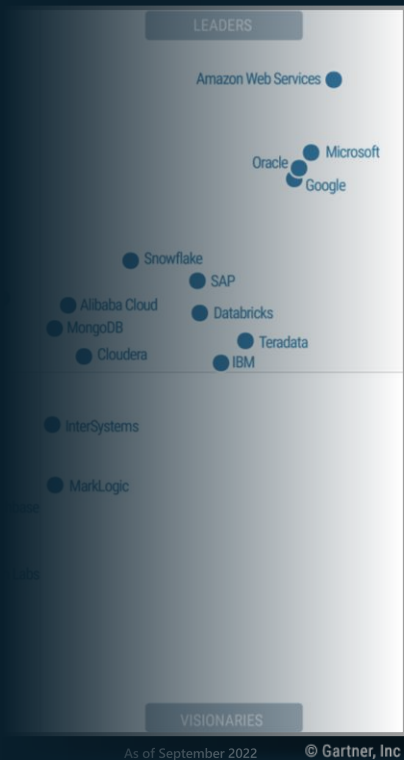
Artificial Intelligence



Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Microsoft.

Product Leadership

Analytics



Artificial Intelligence



Business Intelligence



Gartner does not endorse any vendor, product or service depicted in its research publications, and does not advise technology users to select only those vendors with the highest ratings or other designation. Gartner research publications consist of the opinions of Gartner's research organization and should not be construed as statements of fact. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness for a particular purpose. This graphic was published by Gartner, Inc. as part of a larger research document and should be evaluated in the context of the entire document. The Gartner document is available upon request from Microsoft.

A silver lining?

Analytics have very predictable patterns

Microsoft has all the products with the right scale needed to build a complete analytics system



Still far too complex

Many Products

Different Experiences

Proprietary and Open

Dedicated and Serverless

PaaS and SaaS

Different Business Models

Steep Learning Curves

Deep Expertise Needed

High Integration Effort



Purview



Power BI



Kusto



Data Factory



Azure AI



Synapse DW



Synapse Spark



Microsoft Fabric

Data analytics for the era of AI



Data
Factory



Synapse Data
Engineering



Synapse Data
Science



Synapse Data
Warehousing



Synapse Real
Time Analytics



Power BI



Data
Activator



AI



OneLake



Purview



Microsoft Fabric

Data analytics for the era of AI

From

One component

Single database

Gen AI wired in

To

Unified stack

All the data

Gen AI built in



Microsoft Fabric

Customer momentum

25K

Active
organizations

67%

Fortune 500
companies

84%

3 or more
Workloads



Microsoft Fabric



Data
Factory



Synapse Data
Engineering



Synapse Data
Science



Synapse Data
Warehousing



Synapse Real
Time Analytics



Power BI



Data
Activator

AI Assisted

Shared Workspaces

Universal Compute Capacities

OneSecurity



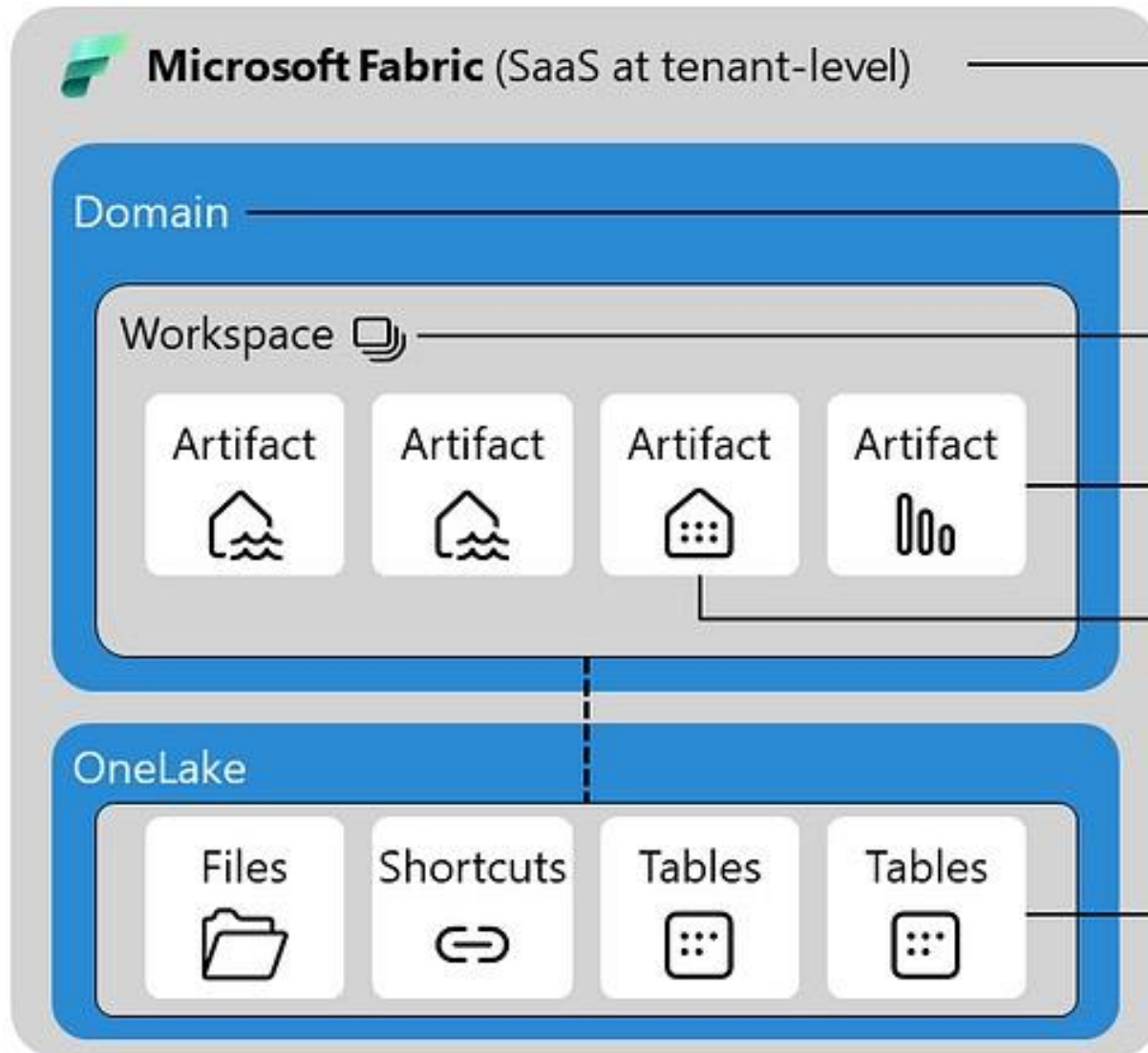
OneLake

Intelligent data foundation

Single...

- Onboarding and trials
- Sign-on
- Navigation model
- UX model
- Workspace organization
- Collaboration experience
- Data Lake
- Storage format
- Data copy for all engines
- Security model
- CI/CD
- Monitoring hub
- Data Hub
- Governance & compliance

Microsoft Fabric: Multiple layers of security and access control



Platform-level access. Fabric relies on Microsoft Entra ID to authenticate users (or service principals). Features can be used, such as MFA, conditional access, restriction from locations and IP ranges.

Domain-specific configuration by domain admins

Workspace-level access. Boundary for managing artifacts, for example within development, test or production. Or for self-service or read-only access.

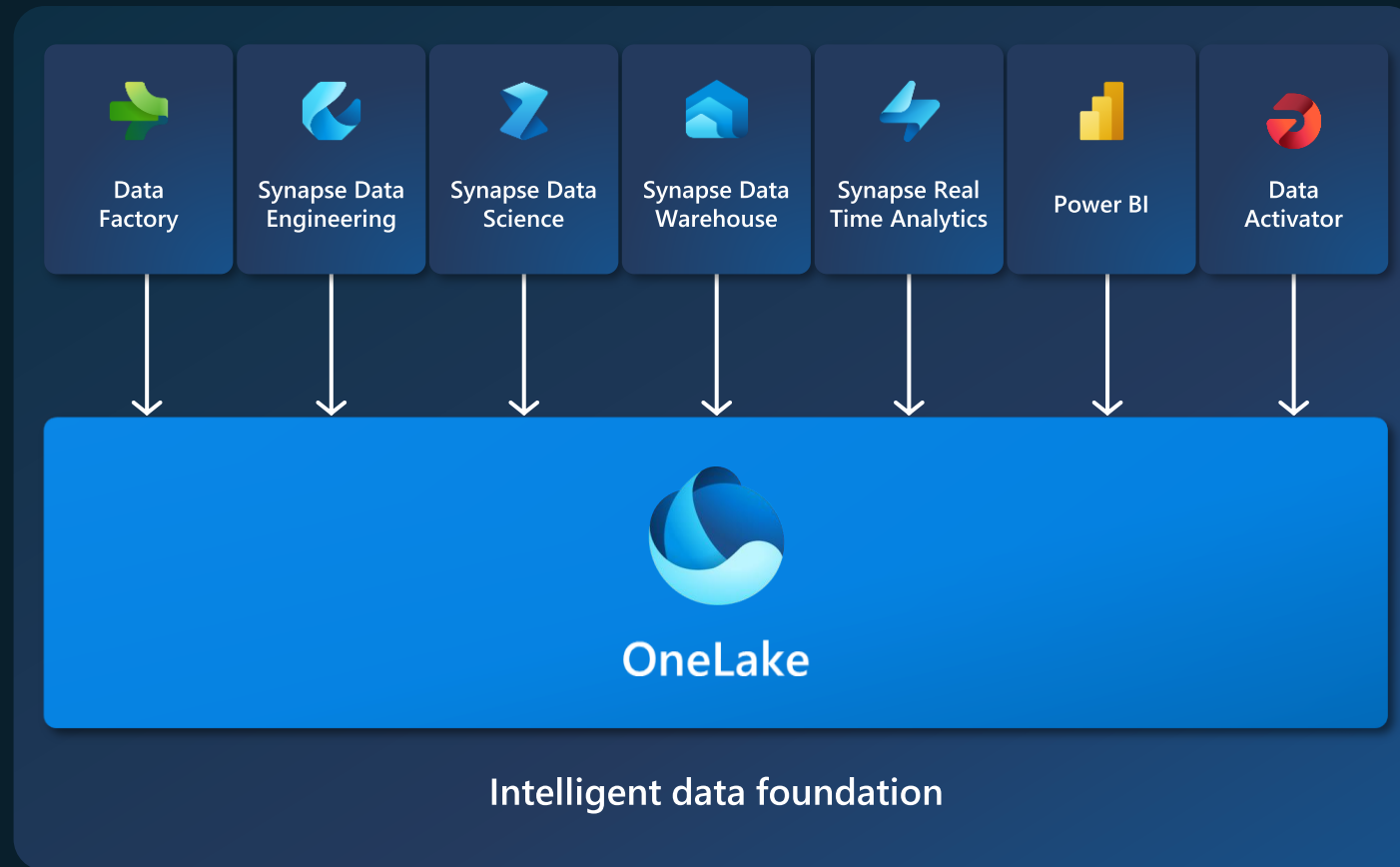
Item-level access. For example, read all only via Spark. Or only access to certain reports.

Compute Tier Security -> Warehouse access through GRANT/DENY SQL commands

OneSecurity (roadmap). Fine-grained access on tables and folders.

OneLake for all Data

"The OneDrive for Data"



A single SaaS lake for the whole organization

Provisioned automatically with the tenant

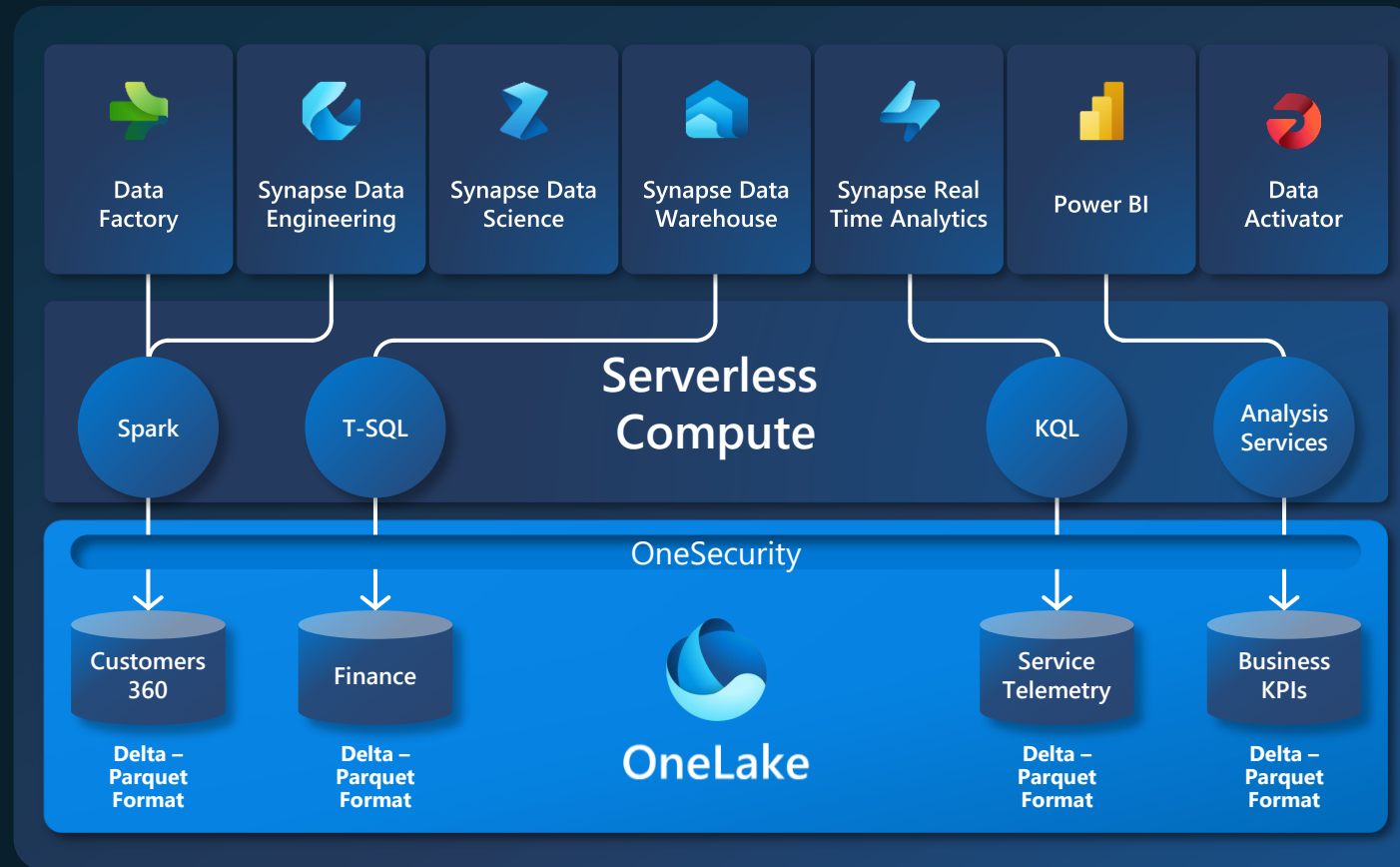
All workloads automatically store their data in the OneLake workspace folders

All the data is organized in an intuitive hierarchical namespace

The data in OneLake is automatically indexed for discovery, MIP labels, lineage, PII scans, sharing, governance and compliance

One Copy for all computes

Real separation of compute and storage



All the compute engines store their data automatically in OneLake

The data is stored in a single common format

Delta – Parquet, an open standards format, is the storage format for all tabular data in Analytics vNext

Once data is stored in the lake, it is directly accessible by all the engines without needing any import/export

All the compute engines have been fully optimized to work with Delta Parquet as their native format

Shared universal security model is enforced across all the engines

Home

Get dataNew Power BI datasetOpen notebook

Explorer

MSSalesLH

Tables

DistributionChannel

FiscalCalendar

Geography

ManagementReporting

ProductMasterFamily

ReportedSubsegmentDefini

Revenue

RevSumHierarchy

Segment

Files

MSSalesRaw

Revenue

	FTxlatOrgId	CTxlatOrgId	TRCredited...	BillingCurr...	ProductId	DataSourc...	Manageme...	RecordTyp...	BillingMon...	ActualQua...	ActualLice...	Secondary...	Legacy
1	3257564	128780890	1	15	2661545	982	4307622	3	10241	0	0	0	0
2	3257564	128780890	1	15	2661700	982	4307622	3	10241	0	0	0	0
3	3257564	128780890	1	15	10178506	982	4307622	3	10241	0	0	0	0
4	3257564	128780890	1	15	10224223	982	4307622	3	10241	0	0	0	0
5	3257564	128780890	1	15	2649901	982	4307622	3	10241	0	0	0	0
6	3257564	128780890	1	15	2650197	982	4307622	3	10241	0	0	0	0
7	3257564	128780890	1	15	10216572	982	4307622	3	10241	0	0	0	0
8	3257564	128780890	1	15	10216539	982	4307622	3	10241	0	0	0	0
9	3257564	128780890	1	15	2662213	982	4307622	3	10241	0	0	0	0
10	3257564	128780890	1	15	10216766	982	4307622	3	10241	0	0	0	0
11	3257564	128780890	1	15	2661343	982	4307622	3	10241	0	0	0	0
12	3257564	128780890	1	15	10216635	982	4307622	3	10241	0	0	0	0
13	3257564	128780890	1	15	10216552	982	4307622	3	10241	0	0	0	0
14	3257564	128780890	1	15	2661739	982	4307622	3	10241	0	0	0	0
15	3257564	128780890	1	15	2670046	982	4307622	3	10241	0	0	0	0

FileHomeInsertModelingView

CutCopyFormat painter

Get dataExcelPower BISQL

ClipboardData

Visualizations

Fields

Home

Finance

Tables > Revenue

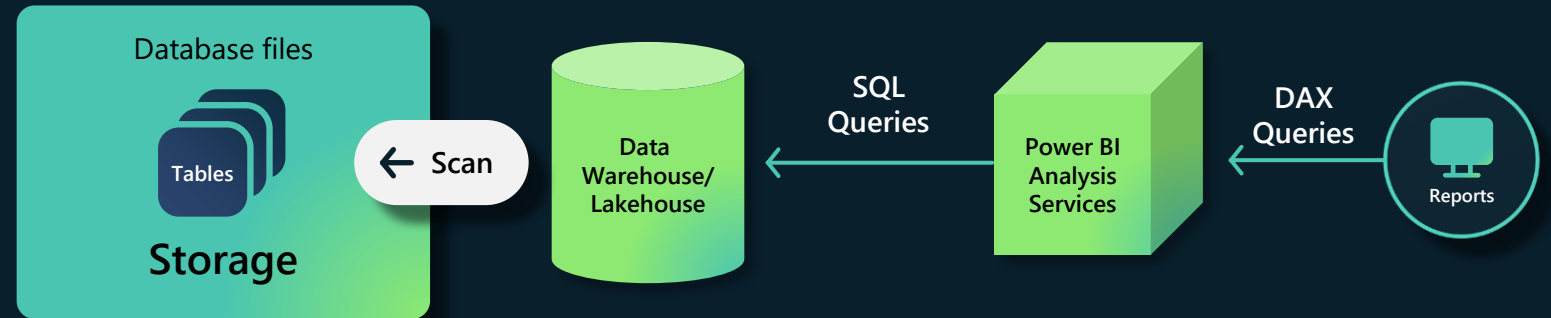
Name ↑	Size	Type
_delta_log	2 items	Folder
part-00000-87858576-90b7-4aff-8c9e-69dcc52dbt	8.4 GB	PARQUET
part-00001-631fb085-0591-46b8-a0b5-0fec8f2255	8.4 GB	PARQUET
part-00002-0469bb29-daaf-4ecd-a3ee-bb90331a6	8.4 GB	PARQUET
part-00003-27e6062b-4d55-4469-b285-7cb2a2f32	8.4 GB	PARQUET
part-00004-b12eea8e-f255-41fa-a943-a78def57ce	8.4 GB	PARQUET

Page 1

Live connection: ConnectedUpdate available (click to download)

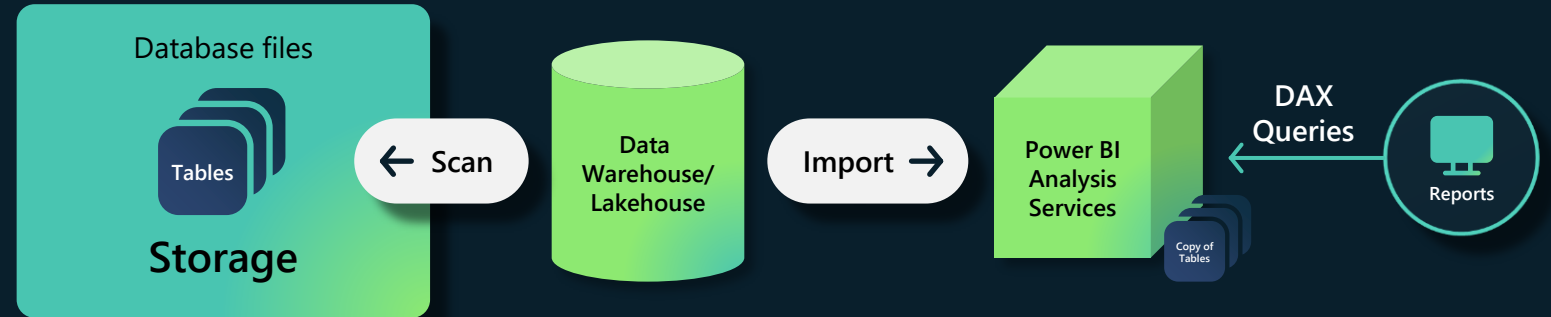
"Direct Query Mode"

Slow, but real time



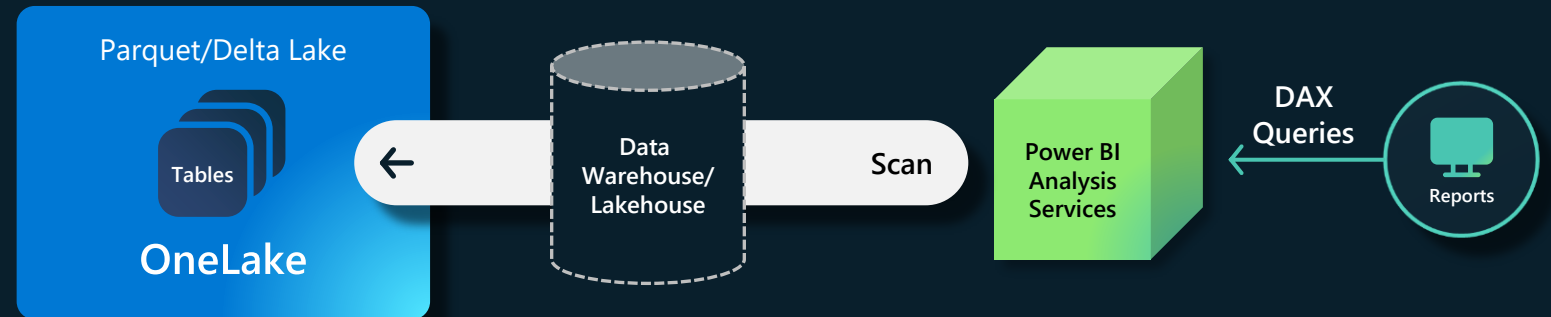
"Import Mode"

Latent & duplicative but fast



"Direct Lake Mode"

Perfect!





Creating Data Gravity in OneLake



Fabric Data
Factory



Microsoft
Managed Data



Multi-Cloud
Shortcuts



Database
Mounting



Creating Data Gravity in OneLake

Fabric Data
Factory

Microsoft
Managed Data

Multi-Cloud
Shortcuts

Database
Mounting

180+
Connectors

12B
Executions/month

263 PB
Moved per month

14M
PowerQuery MAU

The screenshot displays the Microsoft Fabric Data Factory user interface. The main area shows a pipeline diagram with activities: 'Get Metadata', 'ForEach', 'Copy jr5', and 'Web'. The 'Copy jr5' activity is highlighted, showing its output details. The 'Copy data details' panel on the right provides a summary of the run, including source and destination, data read/written, files read/written, throttling errors, status, start time, pipeline run activity ID, throughput, and total duration. A table below the pipeline diagram lists the run details for each activity.

Name	Type	Run start	Duration	Status
E-mail notification	Web	1/22/2023, 2:24:45 PM	00:00:02	Succeeded
Copy jr5	Copy data	1/22/2023, 2:12:49 PM	00:11:54	Succeeded
Copy jr5	Copy data	1/22/2023, 2:12:50 PM	00:11:09	Succeeded
Copy jr5	Copy data	1/22/2023, 2:12:49 PM	00:11:36	Succeeded
Copy jr5	Copy data	1/22/2023, 2:12:49 PM	00:11:11	Succeeded
Copy jr5	Copy data	1/22/2023, 2:12:49 PM	00:11:43	Succeeded
Copy jr5	Copy data	1/22/2023, 2:12:49 PM	00:11:28	Succeeded
Copy jr5	Copy data	1/22/2023, 2:12:49 PM	00:11:35	Succeeded
Copy jr5	Copy data	1/22/2023, 2:12:49 PM	00:11:14	Succeeded
Copy jr5	Copy data	1/22/2023, 2:12:49 PM	00:11:40	Succeeded

Copy data details
Copy jr5

Performance tuning tips:
247 write operations were throttled by the sink data store. To achieve better performance, you are suggested to check and increase the allowed request rate for sink, or reduce the number of concurrent copy runs and other data access, or reduce the DUU or parallel copy. [Learn more](#)

Source: Azure Data Lake Storage Gen2
Destination: Lakehouse

Data read: 530.97 GB
Files read: 478
Throttling errors: 124

Data written: 530.97 GB
Files written: 478
Throttling errors: 247

Status: Succeeded
Start time: 1/22/2023, 2:12:49 PM

Pipeline run activity ID: 99b27235-7705-4681-98b2-7c31f20e290
Throughput: 781.969 MB/s
Total duration: 00:11:25

Duration breakdown
Advanced

Close



Creating Data Gravity in OneLake

Fabric Data
Factory

Microsoft
Managed Data

Multi-Cloud
Shortcuts

Database
Mounting

Public Preview

Dataverse

Natively available in Fabric

Roadmap

Fidelis

Security signals available in Fabric

Public Preview

M365 Graph

Streamlined access to your data in Fabric

Roadmap

Azure Monitor

Monitoring logs are in Fabric



Creating Data Gravity in OneLake

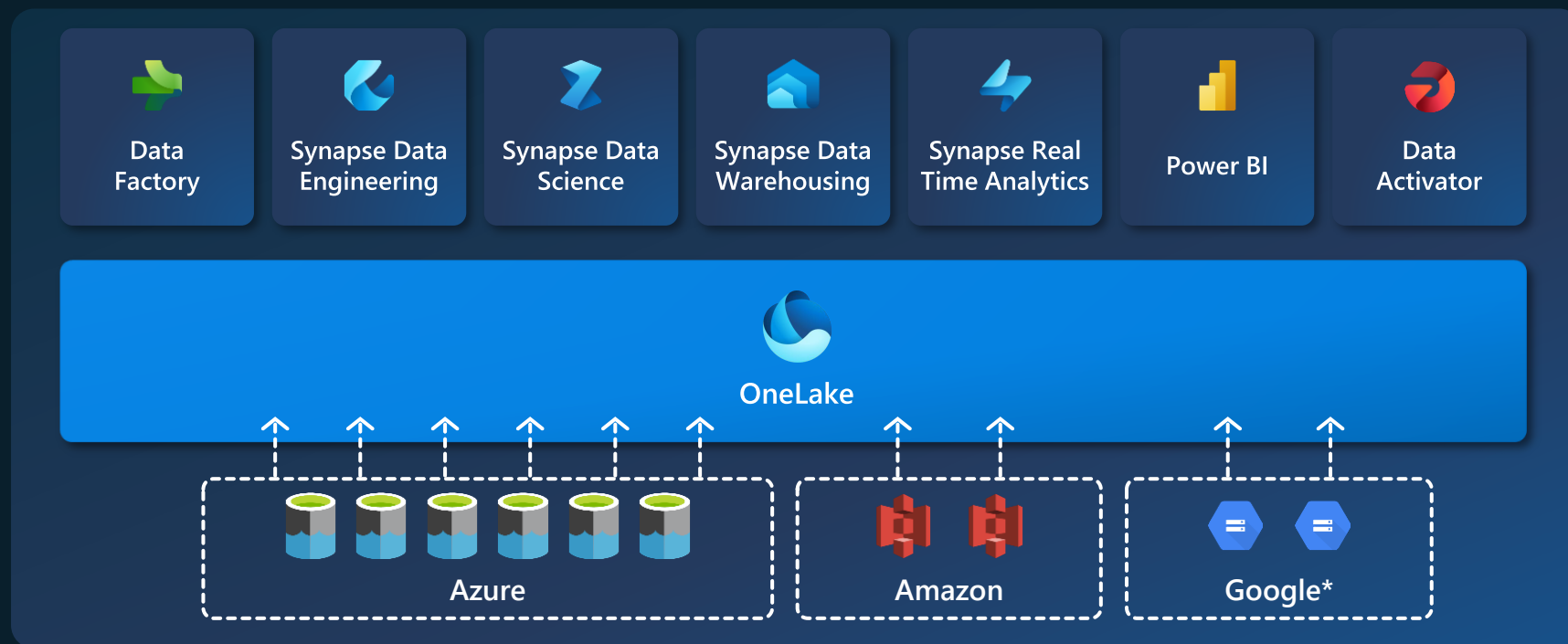
Fabric Data
Factory

Microsoft
Managed Data

Multi-Cloud
Shortcuts

Database
Mounting

OneLake is a Multi-Cloud Lake



*coming soon



Creating Data Gravity in OneLake

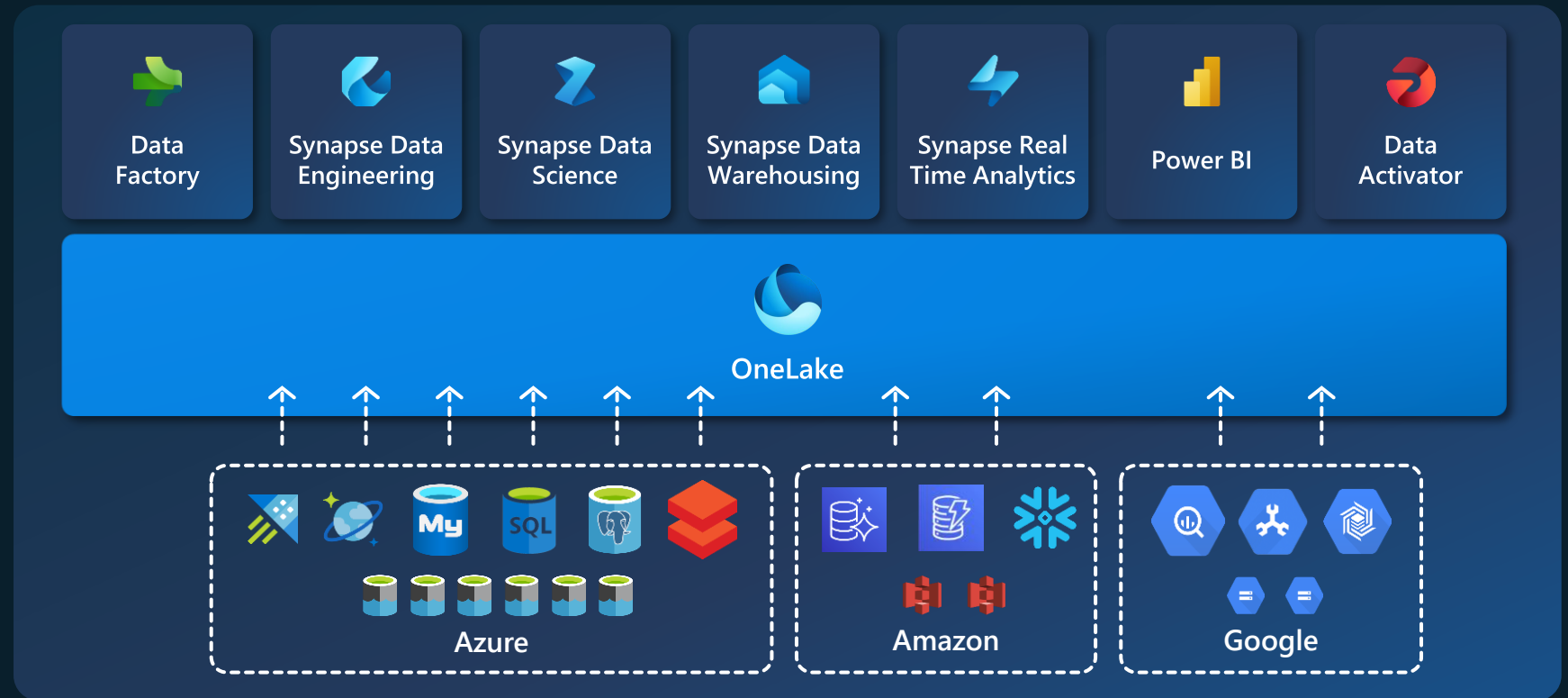
Frictionless Linking of External Databases

Fabric Data
Factory

Microsoft
Managed Data

Multi-Cloud
Shortcuts

Database
Mirroring





Creating Data Gravity in OneLake

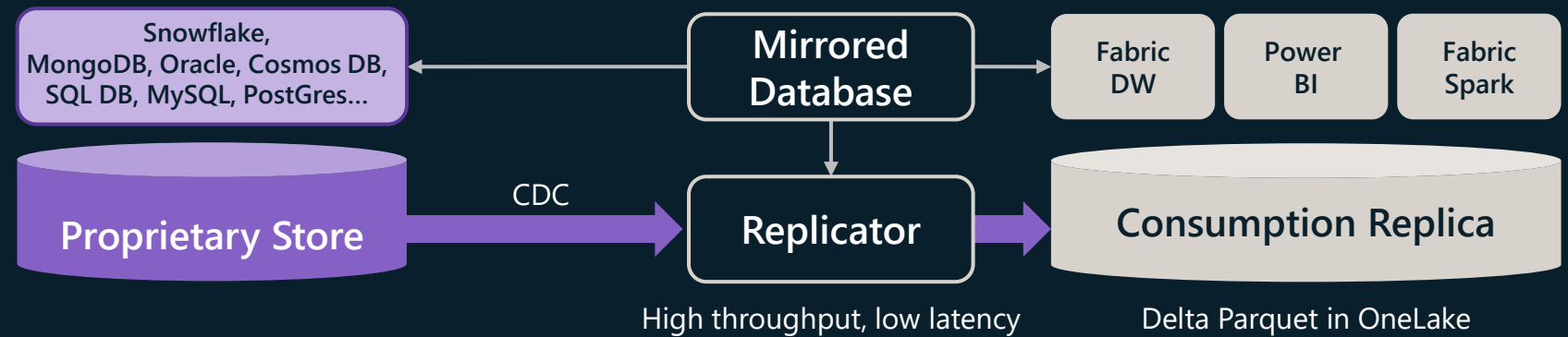
Fabric Data
Factory

Microsoft
Managed Data

Multi-Cloud
Shortcuts

Database
Mirroring

Near real-time replication of proprietary database stores into Fabric with zero-ETL



Synapse Data Engineering

+

https://dxt.powerbi.com/home?experience=data-engineering

Microsoft DXT

Synapse Data Engineering

Home

Search

Trial:
59 days left

63

Home

Create

Browse

Data hub

Monitoring hub

Workspaces

My workspace

New

Current workspace: My workspace

Items will be saved to this workspace.

Show less ^

Lakehouse

Notebook

Environment (Preview)

Spark Job Definition

Data pipeline

Import notebook

Use a sample

Recommended

<

>

You frequently open this

My workspace

You frequently open this

Contoso_OutdoorsDataLake

:

You frequently open this

ContosoOutdoorsDataLake

You frequently open this

Product Demand and Inventory Forecasting

You frequently open this

Contoso Outdoors

Quick access

Recent

Favorites

Filter by keyword

Filter

	Name	Type	Opened	Owner	Endorsement	Sensitivity	Location
	ContosoOutdoors	Workspace	an hour ago	—	—	—	Workspaces
	Contoso Outdoors	Workspace	an hour ago	—	—	—	Workspaces
	Loyalty Program Order and Delivery Status	Report	an hour ago	Contoso Outdoors	—	Confidential\Micro... ⓘ	Contoso Outdoors
	Loyalty Program Order and Delivery Status	Report	an hour ago	ContosoOutdoors	—	Confidential\Micro... ⓘ	ContosoOutdoors

Copilot in Microsoft Fabric

Gen AI accelerates your data journey



Get your
data ready



Build predictive
models



Discover
Insights

Copilot in Microsoft Fabric

Gen AI accelerates your data journey



Get your
data ready



Build predictive
models



Discover
Insights

× Lakehouse

Copilot in Microsoft Fabric

Gen AI accelerates your data journey



Get your
data ready



Build predictive
models



Discover
Insights

Home

Create

Browse

Data hub

Monitoring hub

Workspaces

Contoso Outdoors...

Copilot Demo

ContosoOutdoorsBike...

Copilot Demo

Confidential\Microsoft Extended

Saved

Search

Trial: 59 days left

88

?

Home

Edit

Run

Data

View

Editing

Comments

Share

Run all

Stop session

Language

PySpark (Python)

Environment

Workspace default

Open in VS Code

Copilot

Lakehouses

Resources

ContosoOutdoorsBikeRen...

Tables

Members

merged_trips_members

Stations

StationStatus

Trips

TripsByDay

tripsupdated

Weather

Files

1

TripsDF = spark.sql("SELECT * FROM ContosoOutdoorsBikeRental.tripsupdated")

2

display(TripsDF)

[48]

3 sec -Command executed in 1 sec 786 ms by Patrick Baumgartner on 1:14:12 AM, 11/13/23

PySpark (Python)

Spark jobs (2 of 2 succeeded)

Log

Table

Chart

Showing rows 1 - 1000

Inspect

Search

	123 BikeID	ABC CustomerType	ABC DurationCategory	ABC EndStation	12 Temp	123 Duration	ABC StartStation	ABC DateTime
8	247	Customer	Long Trip	San Mateo County Ce...	14.4	30	Broadway at Main	10/24/2021 15:56
9	261	Customer	Long Trip	Franklin at Maple	21.7	30	Franklin at Maple	9/2/2021 19:20
10	281	Customer	Long Trip	2nd at Townsend	16.1	30	San Francisco City Hall	4/16/2023 15:04
11	299	Customer	Long Trip	Mezes Park	17.8	30	Mezes Park	6/25/2023 16:51
12	337	Customer	Long Trip	Davis at Jackson	18.9	30	2nd at Townsend	9/5/2021 12:56
13	344	Customer	Long Trip	Harry Bridges Plaza (F...	23.3	30	Davis at Jackson	7/23/2023 15:24
14	352	Customer	Long Trip	Embarcadero at Sans...	14.4	30	Powell at Post (Union ...	10/24/2021 12:27
15	374	Customer	Long Trip	2nd at Townsend	13.3	30	Powell Street BART	4/14/2023 11:32
16	379	Customer	Long Trip	Embarcadero at Vallejo	18.3	30	San Francisco Caltrain...	6/19/2022 12:08
17	410	Customer	Long Trip	2nd at Townsend	13.3	30	Embarcadero at Vallejo	2/26/2022 16:02
18	410	Customer	Long Trip	Washington at Kearny	20.6	30	San Francisco Caltrain...	7/30/2023 14:24
19	446	Customer	Long Trip	Embarcadero at Bryant	19.4	30	Embarcadero at Bryant	8/20/2022 19:02
20	452	Customer	Long Trip	San Francisco Caltrain...	15.6	30	Harry Bridges Plaza (F...	4/15/2023 16:07
21	458	Customer	Long Trip	Yerba Buena Center o...	13.3	30	Embarcadero at Sans...	10/16/2021 18:58
22	470	Customer	Long Trip	Market at 4th	16.7	30	Embarcadero at Bryant	12/10/2022 13:02
23	492	Customer	Long Trip	Embarcadero at Bryant	7.2	30	San Francisco Caltrain...	12/11/2021 13:28

1

TripsByDayDF = spark.sql("SELECT * FROM ContosoOutdoorsBikeRental.TripsByDay")

2

display(TripsByDayDF)

[60]

6 sec -Command executed in 5 sec 93 ms by Patrick Baumgartner on 1:45:23 AM, 11/13/23

PySpark (Python)

Spark jobs (5 of 5 succeeded)

Log

Table

Chart

Showing rows 1 - 1000

Inspect

Search

ABC CustomerType	ABC Trip Duration Cate...	ABC Start Station	ABC Date...	123 Number Of Trips	12 Average Duration
------------------	---------------------------	-------------------	-------------	---------------------	---------------------

Session ready

Save option: Automatic

Selected Cell 4 of 4 cells

Copilot in Microsoft Fabric

Gen AI accelerates your data journey



Get your
data ready



Build predictive
models



Discover
Insights

Contoso Outdoors Bike Rentals

+ New

Upload

Create deployment pipeline

Create app

Manage access

Filter by keyword

Filter


	Name	Type	Owner	Refreshed	Next refresh	Endorsement	Sensitivity	Included in app
	ContosoOutdoorsBikeRental	Lakehouse	Patrick Baumgartn...	—	—	—	Confidential\Micro... ⓘ	
	ContosoOutdoorsBikeRental	Semantic model (...)	Contoso Outdoor...	11/6/23, 5:04:23 PM	N/A	—	Confidential\Micro... ⓘ	
	ContosoOutdoorsBikeRental	SQL analytics end...	Contoso Outdoor...	—	N/A	—	Confidential\Micro... ⓘ	
	E-Bike Data Import	Dataflow Gen2	Patrick Baumgartn...	11/6/23, 5:49:09 PM	N/A	—	Confidential\Micro... ⓘ	
	E-Bike Rental Analysis	Notebook	Patrick Baumgartn...	—	—	—	Confidential\Micro... ⓘ	


DEMO


Building AI Skills in Fabric

New

New items saved to: My workspace Show less


AI skill


Evaluation



Use a sample

Recommended



Learn more about Fabric


Getting started with Trident



Get started

What's an AI skill for data?


A step-by-step guide to creating an AI skill for data



Get started

Synonyms and Phrasings


Enrich your data so it is more understandable



Get started

AI Skill Evaluations


A step-by-step guide to evaluating your AI skills



Get started

How to use skills in custom apps


Integrate skills into your custom applications




Get started

Quick access

 Recent

 Favorites

 Shared with me

 Filter by keyword

 Filter ▼



Objects you open will show up here

Roadmap for the next 6-12 months



Home



Create



Browse



Data hub



Monitoring
hub



Workspaces



My
workspace



Copilot Preview



Let's create a report

Start by selecting an option below. Use the chat area to add more detail to your request.

Suggest content for this report

Create a report that shows...

Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.



Type a request or select the prompt guide for ideas on how I can help

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Power BI



Page 1





Home



Create



Browse



Data hub



Monitoring
hub



Workspaces



My
workspace



Filters



Visualizations



Data

Copilot Preview



Let's create a report

Start by selecting an option below. Use the chat area to add more detail to your request.



Suggest content for this report



Create a report that shows...

Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.



Power BI



Page 1



Enter a request or select the prompt guide for ideas on how I can help

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Home



Create



Browse



Data hub



Monitoring
hub



Workspaces



My
workspace



Copilot Preview



Let's create a report

Start by selecting an option below. Use the chat area to add more detail to your request.

Suggest content for this report

Create a report that shows...

Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.



Suggest content for this report|

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Power BI



Home



Create



Browse



Data hub



Monitoring
hub



Workspaces



My
workspace



Filters



Visualizations



Data

Copilot Preview



Let's create a report

Start by selecting an option below. Use the chat to add more detail to your request.



"Suggest content for this report"



"Create a report that shows ..."

Suggest content for this report

Working on it...



Cancel

Enter a request or select the prompt guide for ideas on how I can help

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)

Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.



Power BI



Page 1





Home



Create



Browse



Data hub



Monitoring
hub



Workspaces

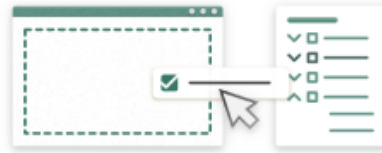


My
workspace



Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.



Filters



Visualizations



Data

Copilot Preview



Create a report that shows...

Suggest content for this report



OK, here's a suggested outline for your report. Select any page topic to view details and start creating pages.

Customer loyalty



Create a page to analyze the impact of promotions on customer profitability by segment, product, store, and age.

+ Create page



Sales performance



Customer segmentation



Market share



Type a request or select the prompt guide for ideas on how I can help

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Power BI



Page 1





Home



Create



Browse



Data hub



Monitoring
hub



Workspaces



My
workspace



Build visuals with your data

Select or drag fields from the **Data** pane onto the report canvas.



Filters



Visualizations



Data

Copilot Preview



Customer loyalty

Create a page to analyze the impact of promotions on customer profitability by segment, product, store, and age.

+ Create



Sales performance



Customer segmentation



Market share



Create a page to analyze sales performance and identify opportunities for improvement.

Working on it...

Cancel

Enter a request or select the prompt guide for ideas on how I can help

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Power BI



Page 1





Home



Create



Browse



Data hub

Monitoring
hub

Workspaces

My
workspace

File ▾ View ▾ Reading view Mobile layout



Sales analysis

Region

All ▾

Date

06/01/2022 - 01/12/2023 ▾

Revenue Won

\$7,811,851 M

Close %

37.7%

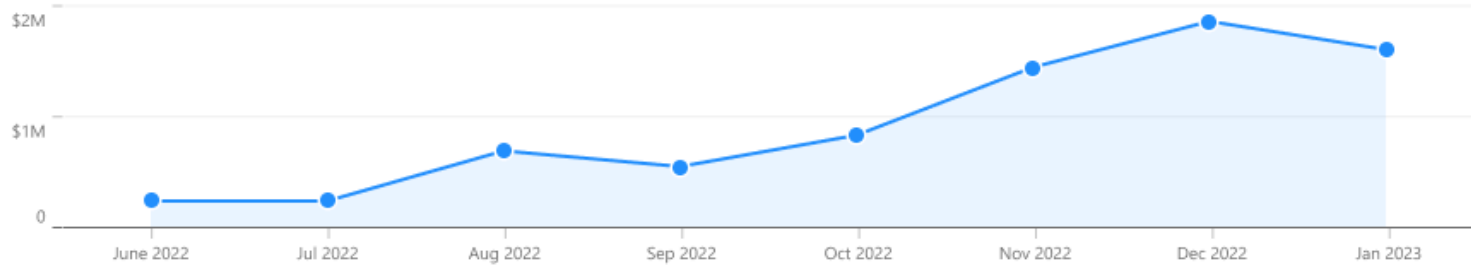
AVG Days to Close

121

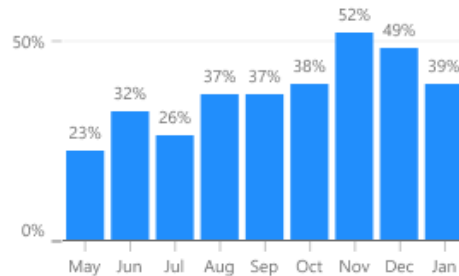
Opportunities Won

526

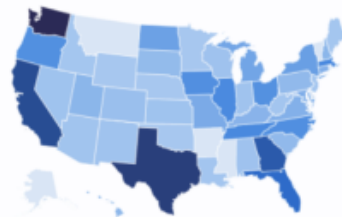
Revenue Won by Month



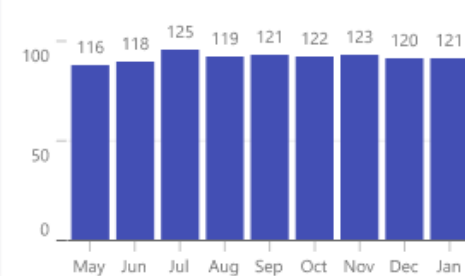
Close % by Month



Close % by Region



AVG Days to Close by Month



Copilot Preview



Customer loyalty

Create a page to analyze the impact of promotions on customer profitability by segment, product, store, and age.

+ Create



Sales performance ▾

Customer segmentation ▾

Market share ▾

Create a page to analyze sales performance and identify opportunities for improvement.

🔗 Created a sales overview page.

↶ Undo

Type a request or select the prompt guide for ideas on how I can help

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Power BI



Sales overview





Home



Create



Browse



Data hub



Monitoring hub



Workspaces



My workspace



Power BI



Sales analysis

Region All

Date 06/01/2022 - 01/12/2023

Revenue Won

\$7,811,851 M

Close %

37.7%

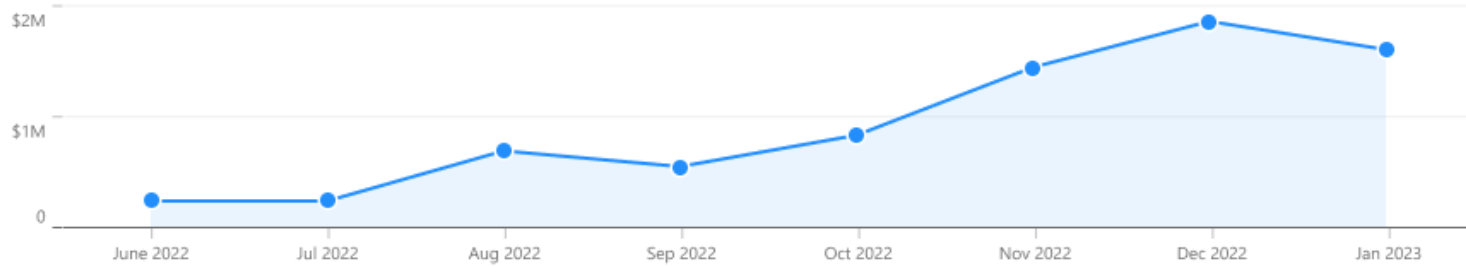
AVG Days to Close

121

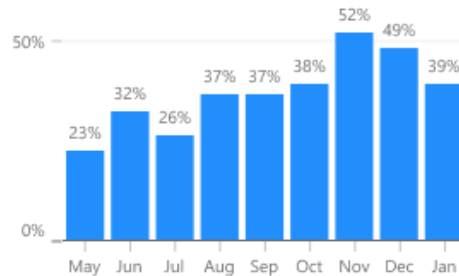
Opportunities Won

526

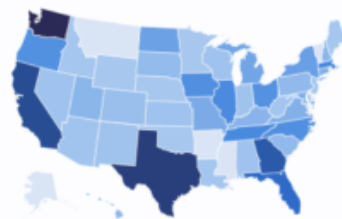
Revenue Won by Month



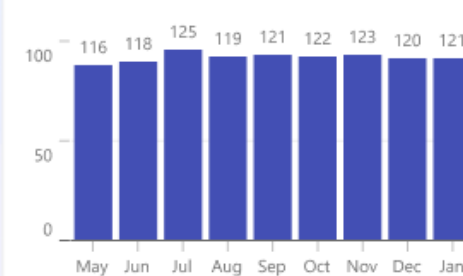
Close % by Month



Close % by Region



AVG Days to Close by Month



Copilot Preview

details and start creating pages.

Customer loyalty

Create a page to analyze the impact of promotions on customer profitability by segment, product, store, and age.

+ Create



Sales performance

Customer segmentation

Market share

Create a page to analyze sales performance and identify opportunities for improvement.

Created a sales overview page.

Undo

Move slicers to the left

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Home



Create



Browse



Data hub



Monitoring hub



Workspaces



My workspace



Power BI



Sales analysis

Region All

Date 06/01/2022 - 01/12/2023

Revenue Won

\$7.8 M

Close %

37.7%

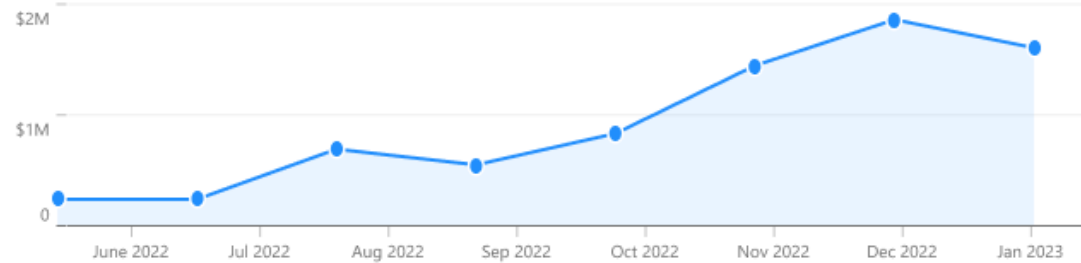
AVG Days to Close

121

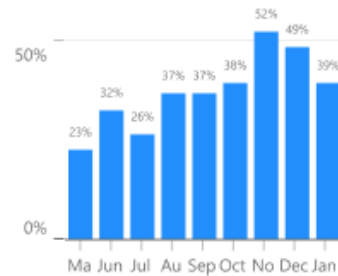
Opportunities Won

526

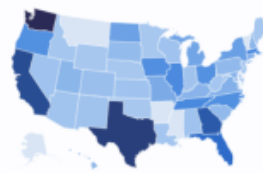
Revenue Won by Month



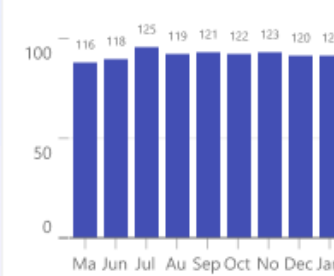
Close % by Month



Close % by Region



AVG Days to Close by Month



Filters

Visualizations

Data

Copilot Preview

+ Create

Sales performance

Customer segmentation

Market share

Create a page to analyze sales performance and identify opportunities for improvement.

Created a sales overview page.

Move slicers to the left

Moved slicers to the left

Undo

Type a request or select the prompt guide for ideas on how I can help

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Home



Create



Browse



Data hub



Monitoring hub



Workspaces



My workspace



Power BI



Sales analysis

Region All

Date 06/01/2022 - 01/12/2023

Revenue Won

\$7.8 M

Close %

37.7%

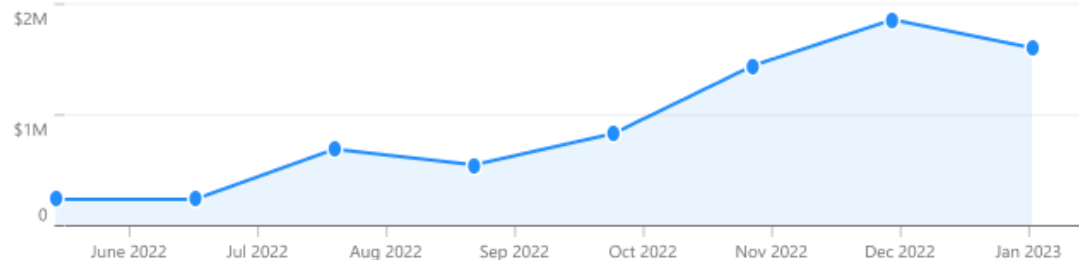
AVG Days to Close

121

Opportunities Won

526

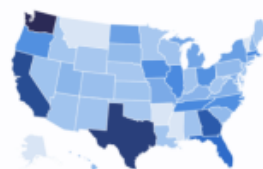
Revenue Won by Month



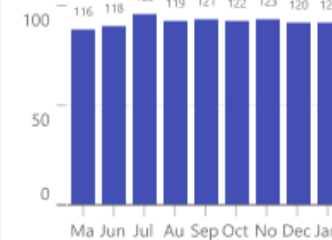
Close % by Month



Close % by Region



AVG Days to Close by Month



Copilot Preview



by segment, product, store, and age.

+ Create



Sales performance



Customer segmentation



Market share



Create a page to analyze sales performance and identify opportunities for improvement.

Created a sales overview page.

Move slicers to the left

Moved slicers to the left

Undo

Show me this week over week

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Home



Create



Browse



Data hub



Monitoring hub



Workspaces



My workspace



Power BI

File View Reading view Mobile layout



Sales analysis

Region All

Date 06/01/2022 - 01/12/2023

Revenue Won

\$7.8 M

Close %

37.7%

AVG Days to Close

121

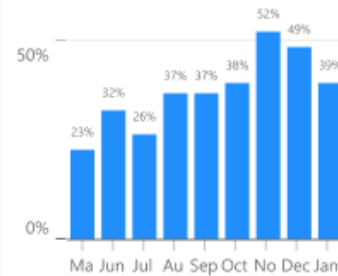
Opportunities Won

526

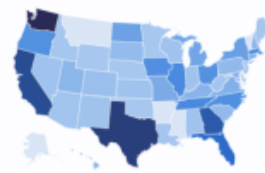
Revenue Won by Month



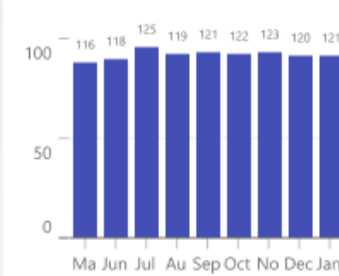
Close % by Month



Close % by Region



AVG Days to Close by Month



Copilot Preview



Market share

Create a page to analyze sales performance and identify opportunities for improvement.

Created a sales overview page.

Move slicers to the left

Moved slicers to the left

Show me this week over week

We need to apply some fixes in your model to support this

Fix my model

Type a request or select the prompt guide for ideas on how I can help

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Home



Create



Browse



Data hub



Monitoring hub



Workspaces



My workspace



Power BI

File View Reading view Mobile layout



Sales analysis

Region All

Date Week 1 - Week 9

Revenue Won

\$2.6 M

Close %

41.3%

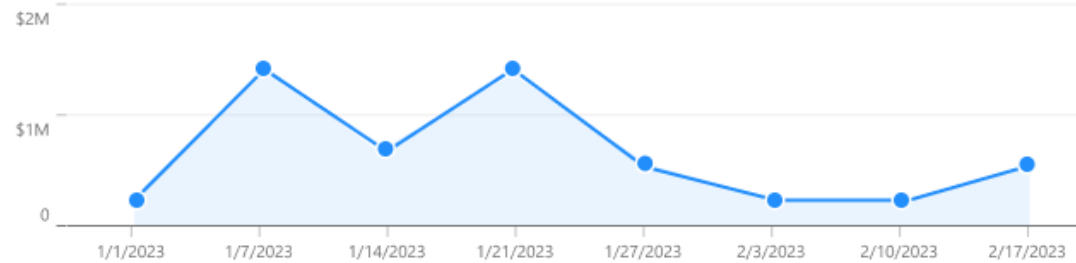
AVG Days to Close

112

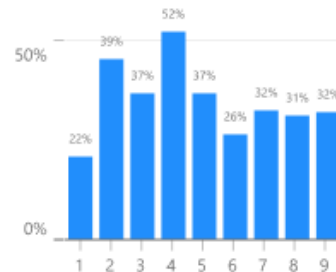
Opportunities Won

134

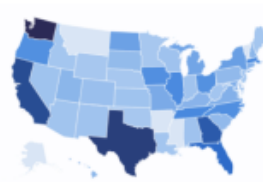
Revenue Won by Week



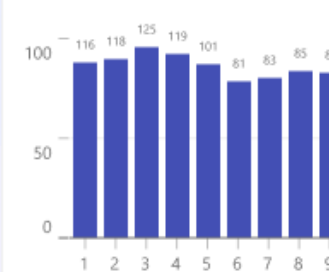
Close % by Week



Close % by Region



AVG Days to Close by Week



Copilot Preview

Customer segmentation

Market share

Create a page to analyze sales performance and identify opportunities for improvement.

Created a sales overview page.

Move slicers to the left

Moved slicers to the left

Show me this week over week

Applied some fixes in your model to support this

Type a request or select the prompt guide for ideas on how I can help

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Home



Create



Browse



Data hub



Monitoring hub



Workspaces



My workspace



Power BI



Sales analysis

Region All

Date Week 1 - Week 9

Revenue Won

\$2.6 M

Close %

41.3%

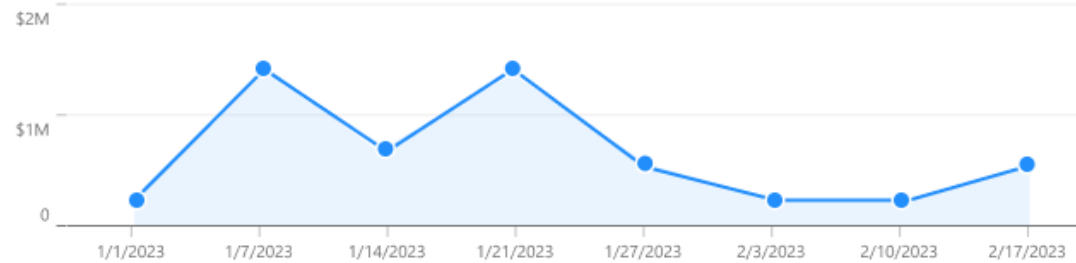
AVG Days to Close

112

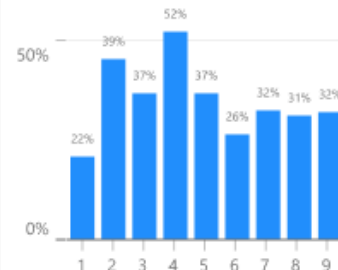
Opportunities Won

134

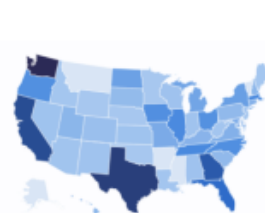
Revenue Won by Week



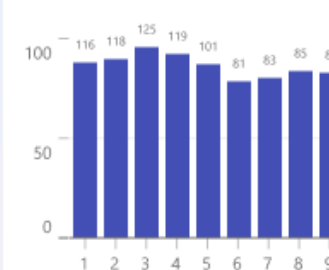
Close % by Week



Close % by Region



AVG Days to Close by Week



Copilot Preview

Sales performance

Customer segmentation

Market share

Create a page to analyze sales performance and identify opportunities for improvement.

Created a sales overview page.

Move slicers to the left

Moved slicers to the left

Show me this week over week

Applied some fixes in your model to support this

Can you filter to July

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Home



Create



Browse



Data hub



Monitoring hub



Workspaces



My workspace



Power BI

File

View

Reading view

Mobile layout



Sales analysis

Region All

Date Week 27 - Week 30

Revenue Won

\$1.3 M

Close %

44.3%

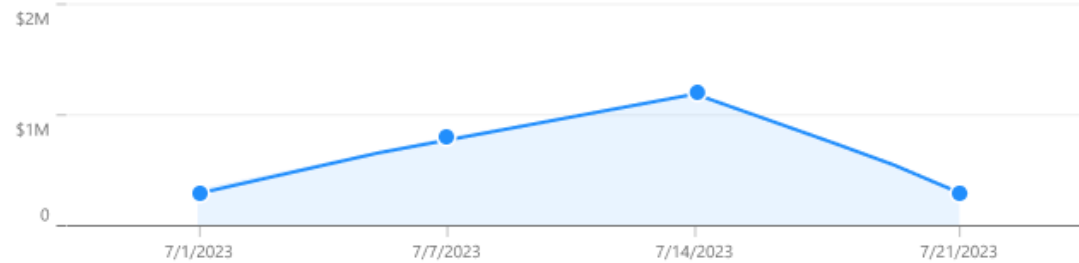
AVG Days to Close

112

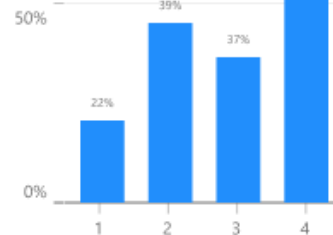
Opportunities Won

101

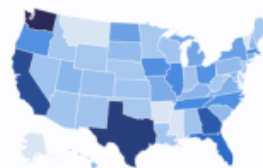
Revenue Won by Week



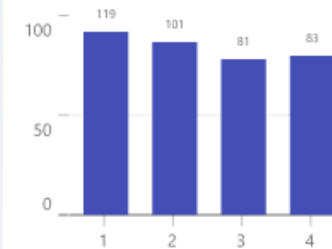
Close % by Week



Close % by Region



AVG Days to Close by Week



Filters

Visualizations

Data

Copilot Preview

performance and identify opportunities for improvement.

Created a sales overview page.

Move slicers to the left

Moved slicers to the left

Show me this week over week

Applied some fixes in your model to support this

Can you filter this by July

Page filtered to July

Undo

Type a request or select the prompt guide for ideas on how I can help

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Home



Create



Browse



Data hub



Monitoring hub



Workspaces



My workspace



Power BI

File

View

Reading view

Mobile layout



Sales analysis

Region All

Date Week 27 - Week 30

Revenue Won

\$1.3 M

Close %

44.3%

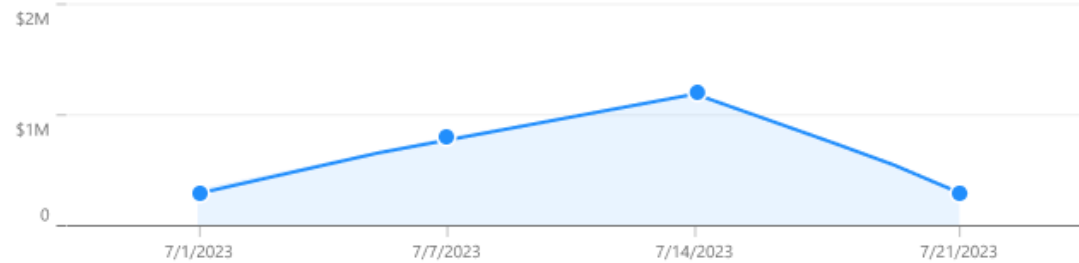
AVG Days to Close

112

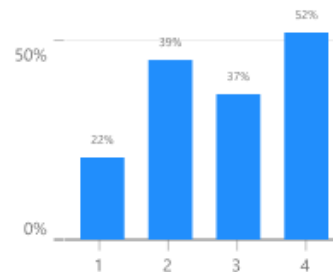
Opportunities Won

101

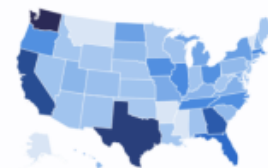
Revenue Won by Week



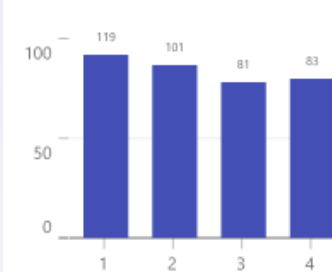
Close % by Week



Close % by Region



AVG Days to Close by Week



Filters

Visualizations

Data

Copilot Preview

performance and identify opportunities for improvement.

Created a sales overview page.

Move slicers to the left

Moved slicers to the left

Show me this week over week

✓ Applied some fixes in your model to support this

Can you filter this by July

Page filtered to July

Undo

What are sales like in July last year for the US

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Home



Create



Browse



Data hub



Monitoring hub



Workspaces



My workspace



Power BI



Sales analysis

Region All

Date Week 27 - Week 30

Revenue Won

\$1.3 M

Close %

44.3%

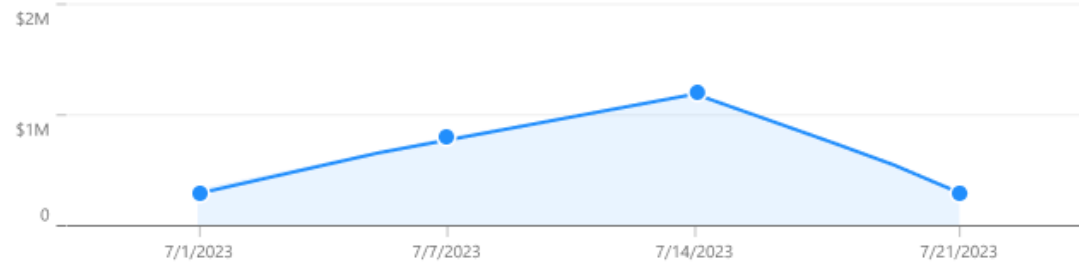
AVG Days to Close

112

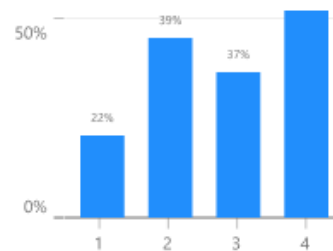
Opportunities Won

101

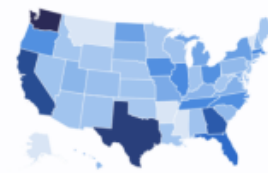
Revenue Won by Week



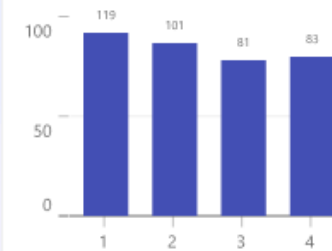
Close % by Week



Close % by Region



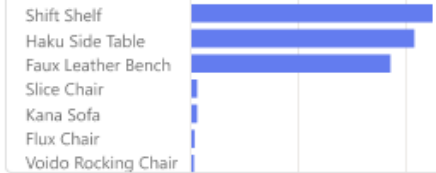
AVG Days to Close by Week



Copilot Preview

Sum of Profit by Product for 2022 in the US

Analyzing sum of Profit by Product, filtered to 2022 US Top 10 by Sales



Visual Table

This bar chart "Sum of Profit by Product" shows the top 10 products on the x-axis and the corresponding sum of profit per product in 2022 on the y-axis. Sales shows a 100% decline from 2023

Reference

Sales 2022

Datamart | Last edited yesterday by Mona Kane

Type a request or select the prompt guide for ideas on how I can help

0/500



AI-generated content can have mistakes. Make sure it's accurate and appropriate before using it. [Review terms](#)



Microsoft's approach

Data analytics for the era of AI

Lake centric and open

Multi-cloud

Open data formats

Open APIs

Complete Platform

Everything, unified

Delivered as SaaS

Low-code + Pro-dev

AI Powered

Designed from the
ground up for AI

Empower every business user

Deliver directly into their
favorite Office
applications

Accelerate insight to
automated action

Activity

40 Chat

1 Teams

Calls

Files

Approvals

Calendar

Power BI (...)

...

Apps

Help

Power BI

Home

Create

Browse

Data hub

Learn

About

Give us feedback

+ New report

Good evening, Patrick

Find and share actionable insights to make data-driven decisions

Recommended

You frequently open this

Power BI

You favorited this

2021 - TeamsNotificationUsage

Will Thompson (HE/HIM) featured this

COVID Bakeoff

Mohammad Ali opened this

Intelligence Platform LT Dashboard

You frequently open ti

Workforce Planning

Recent

In Teams

Favorites

My apps

From external orgs

Filter by keyword

Filter

	Name	Type	Opened	Location	Endorsement	Sensitivity
	Sales Pipeline	Report	39 seconds ago	Contoso Sales Excellence	—	Confidential\Microsoft Extended ⓘ
	Goals Usage(Kusto)	Report	9 days ago	Goals	—	Confidential\Microsoft FTE ⓘ
	Workforce Demographics (Demo Mid)	Report	12 days ago	My workspace	—	General ⓘ
	Goals usage - Client events - Feature usage	Report	13 days ago	Goals usage metrics	—	Confidential\Microsoft FTE ⓘ
	Workforce Hiring Summary	Report	14 days ago	My workspace	—	General ⓘ
	My workspace	Workspace	14 days ago	Workspaces	—	—

Sales Forecast Confidential/Microsoft Extended

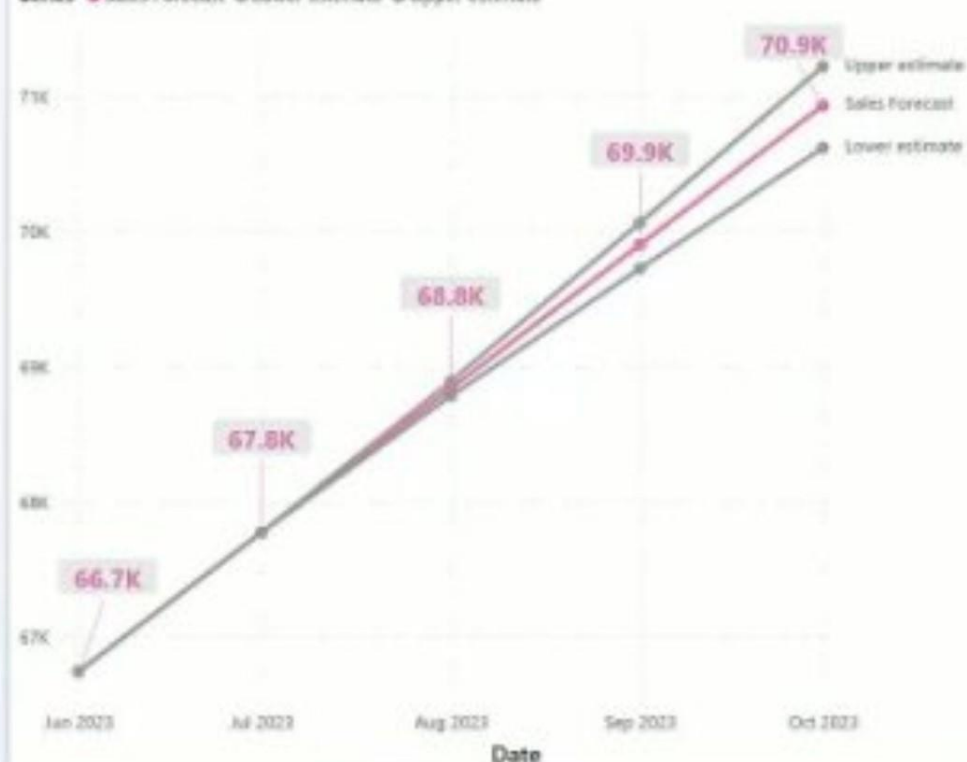
File Export Share Chat in Teams Explore this data Get insights Subscribe to report Set alert Edit

Sales Forecast

Forecast Trend

4-month forecast showing the upper and lower estimates

Series Sales Forecast Lower estimate Upper estimate



Forecast Table

In a granular table of the forecast

Category	Sales Forecast	Lower estimate	Upper estimate
Furniture	\$7,239.11	\$7,239.11	\$7,239.11
Office Supplies	\$20,670.00	\$20,670.00	\$20,670.00
Technology	\$14,196.20	\$14,196.20	\$14,196.20
Total	\$44,105.31	\$44,105.31	\$44,105.31

Summary

Key insights from the forecast

- The sales forecast for the next five months shows a steady increase, with the forecasted total value of \$44,105.31, indicating a positive growth trend.
- The forecasted total value is significantly higher than the lower estimate, suggesting a positive growth trend.
- The forecasted total value is significantly higher than the lower estimate, suggesting a positive growth trend.
- The forecasted total value is significantly higher than the lower estimate, suggesting a positive growth trend.
- The forecasted total value is significantly higher than the lower estimate, suggesting a positive growth trend.
- The forecasted total value is significantly higher than the lower estimate, suggesting a positive growth trend.
- The forecasted total value is significantly higher than the lower estimate, suggesting a positive growth trend.
- The forecasted total value is significantly higher than the lower estimate, suggesting a positive growth trend.

Filters

Data Activator is in preview right now. See [preview.3com](#)

Set an alert

Data Activator will send a notification when conditions are met. [Learn more](#)

Email Teams

When to alert

Measure

Sales Forecast

Alert when value is

Becomes greater than

Threshold

80,000.00

[Show applied filters](#)

Where to save

Workspace

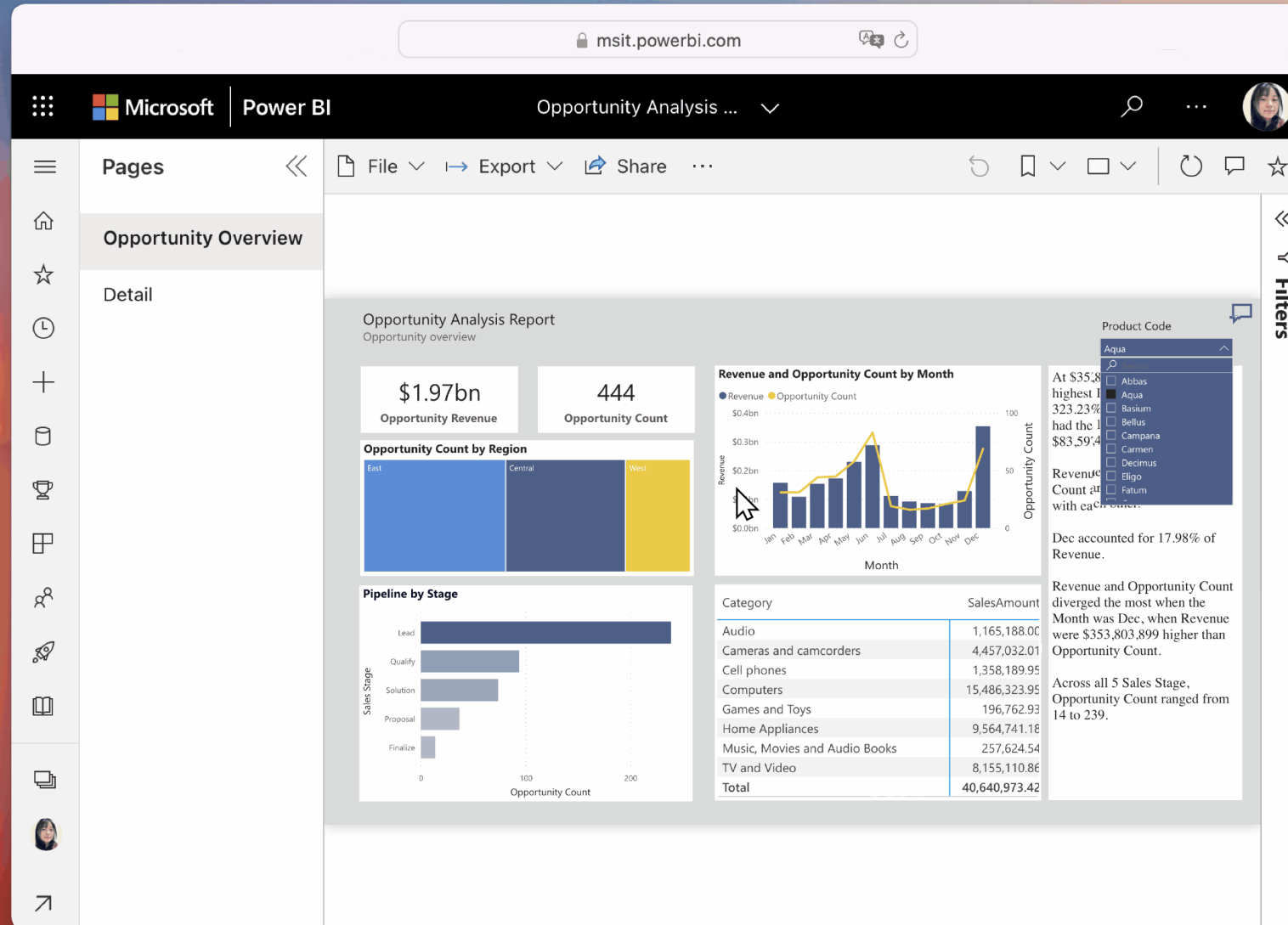
MSMechanics_Fabric

Item

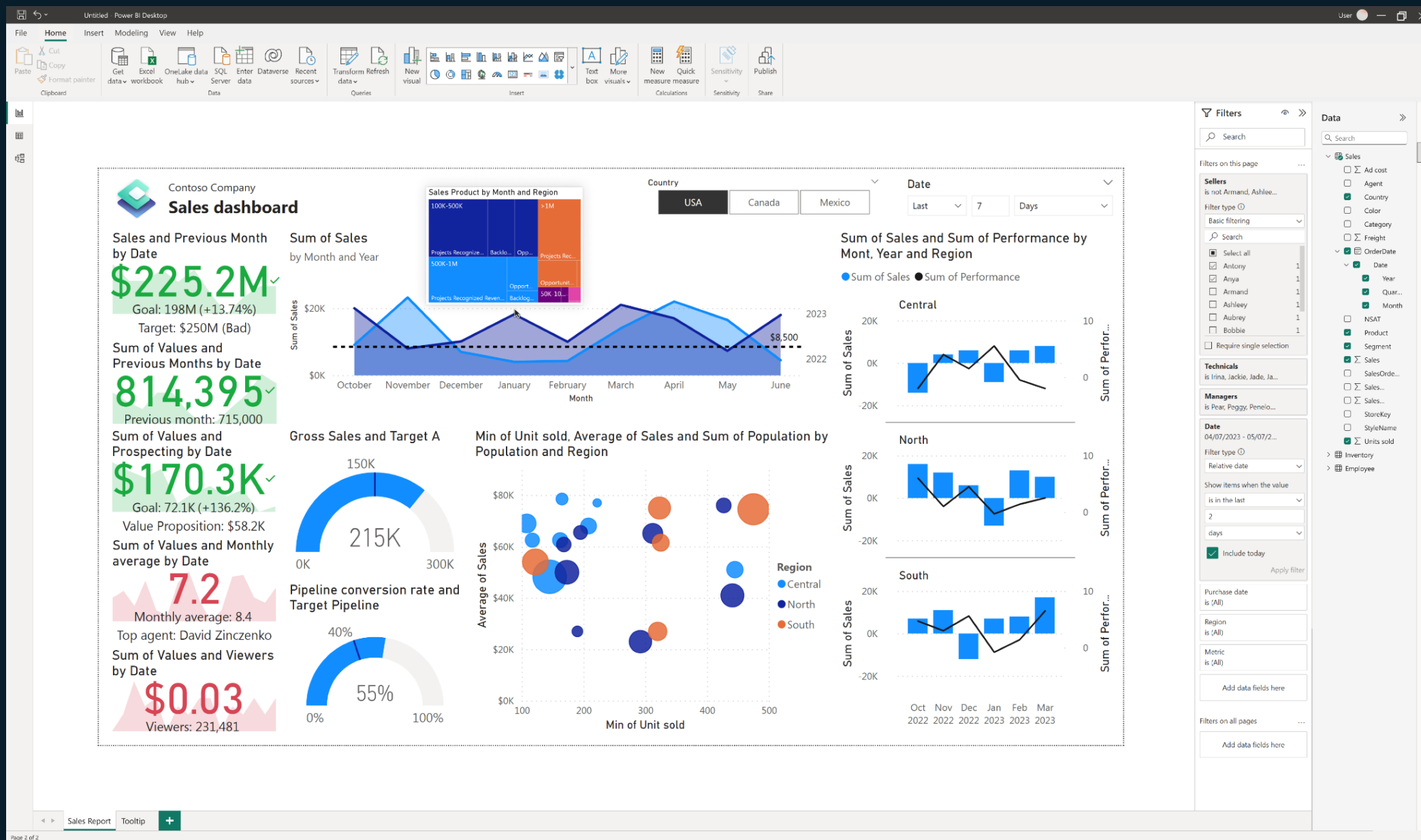
Start my alert

Create alert

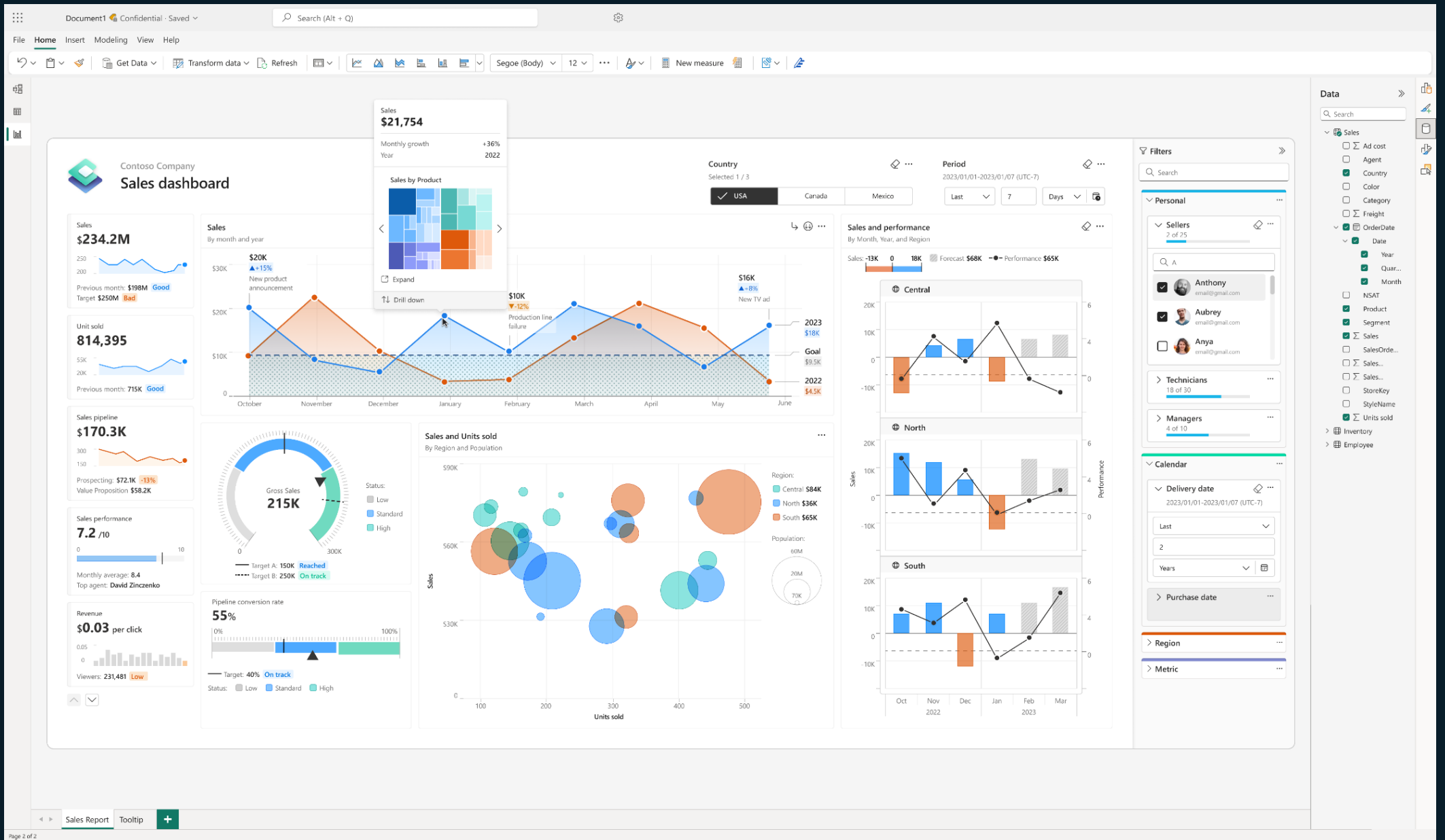
Integrated in every office app

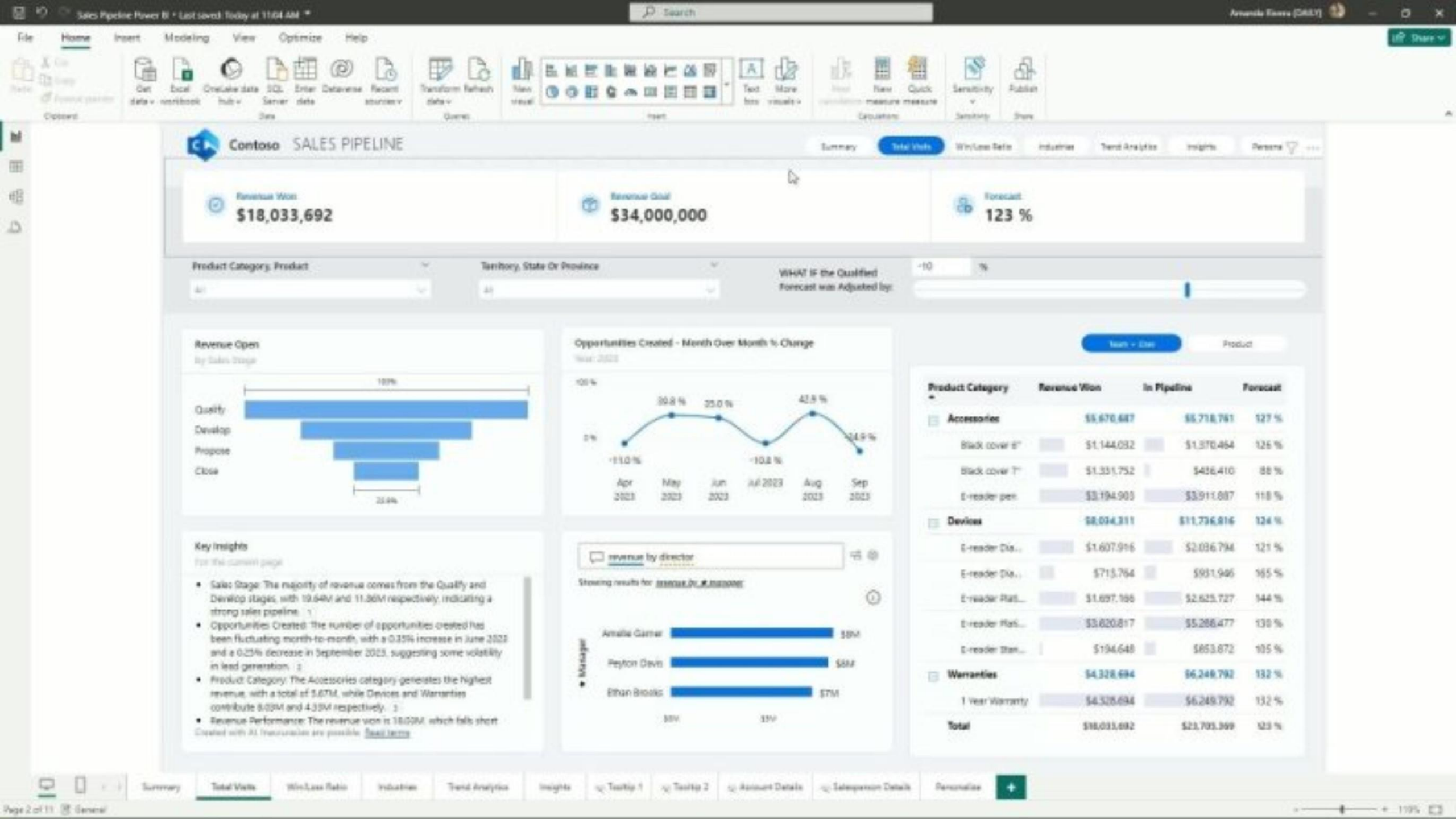


Power BI core visuals in January 2023



North star





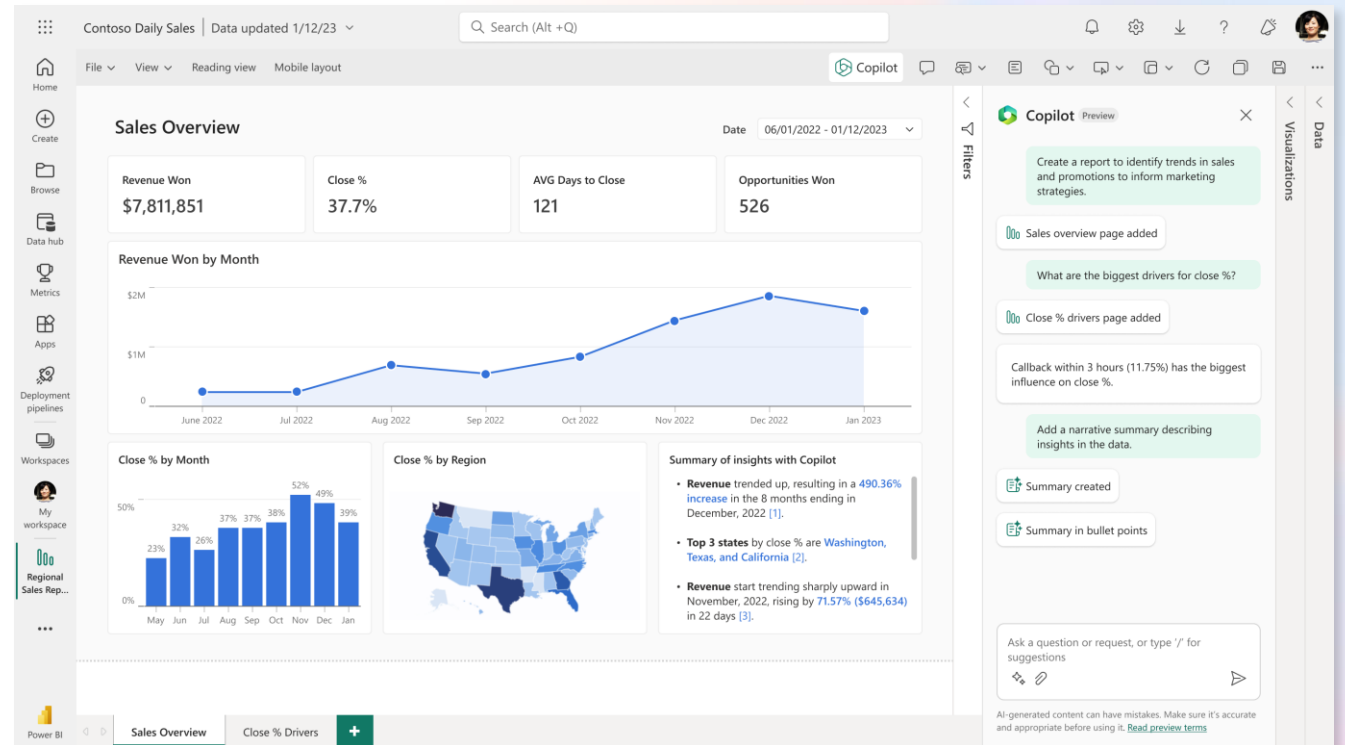


Copilot in Power BI

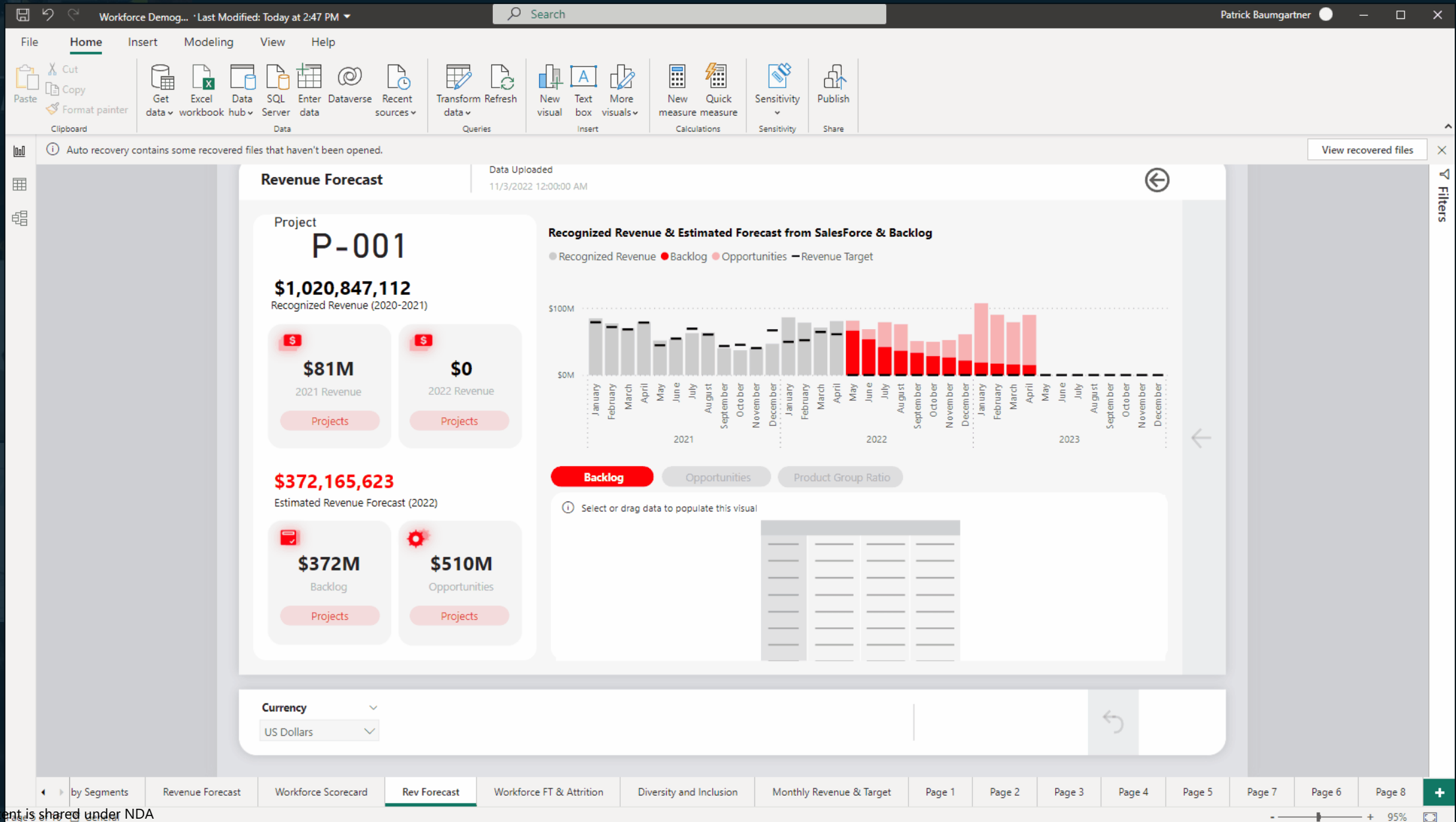
Data Exploration and Report Authoring

Use Copilot to quickly create beautiful reports, answer questions, and share insights

- Chat with **Copilot** to plan out the best way to dig into your data
- Let **Copilot** generate multiple report pages and visuals based on your needs
- Work with **Copilot** to adjust visuals, layouts and styling all through natural language
- Use **Copilot** to tap into Power BI's advanced AI features for finding and visualizing insights

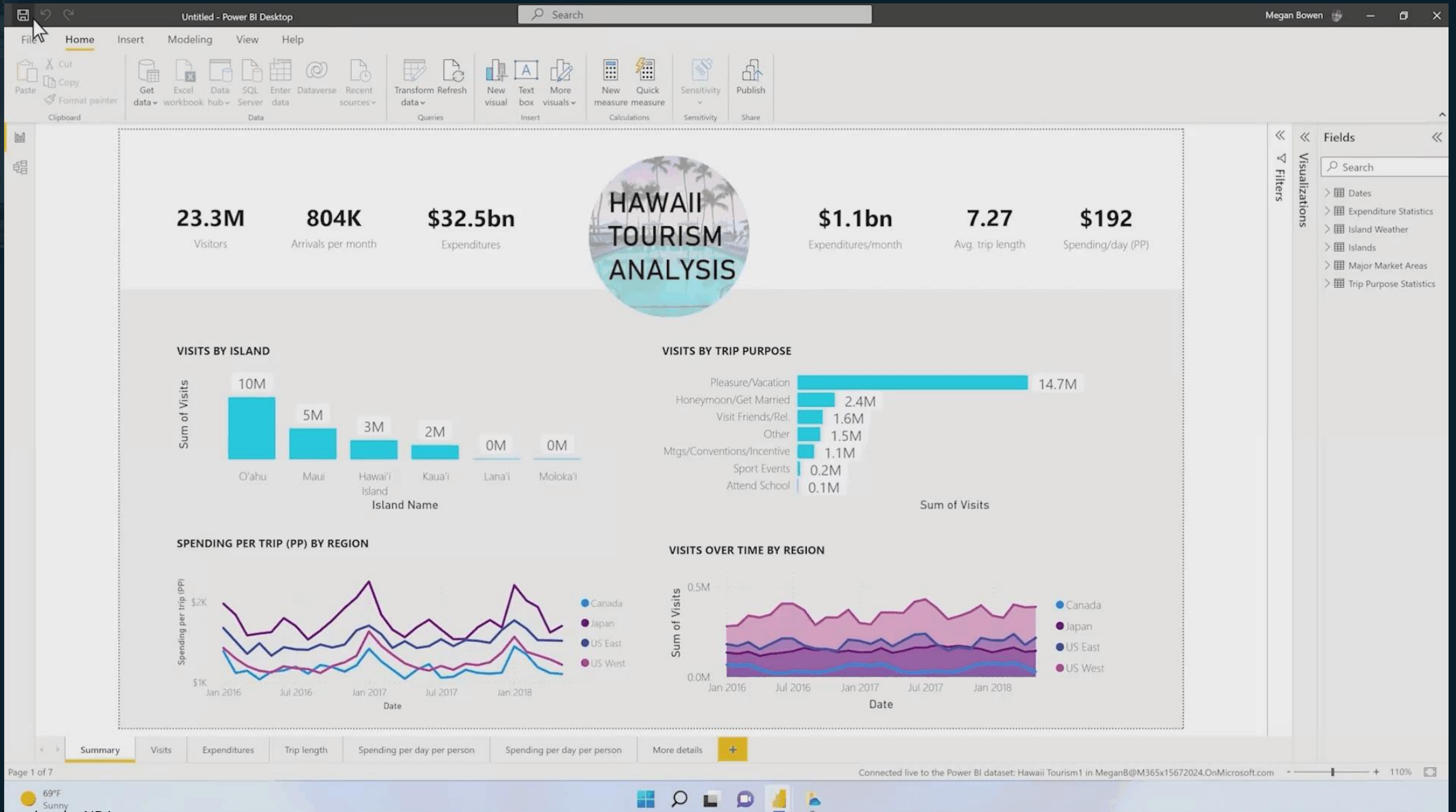


PowerPoint for data Object experiences





Built into OneDrive



Built into PowerPoint

AutoSave On Sales execs review - Saved Search (Alt+Q) Anna Tsiganchuk

File Home Insert Draw Design Transitions Animations Slide Show Review View Help Script Lab Shape Format

New Slide Reuse Slides Table Pictures Screenshots Photo Album Shapes Icons 3D Models SmartArt Chart Forms Get Add-ins My Add-ins Zoom Link Action New Comment Text Box Header & Footer WordArt Date & Time Slide Number Object Equation Symbol Video Audio Screen Recording Highp Video Presentations

55 Method and Participant Profile

56 Experimental Approach

57 Scenario - Overview

58

59 Model performance designs tested

60 Overfitting

Tell a story with Power BI data

Insert your Power BI data into a slide. Paste the URL of a Power BI report page you want to show in the slide.

[Learn more](#)

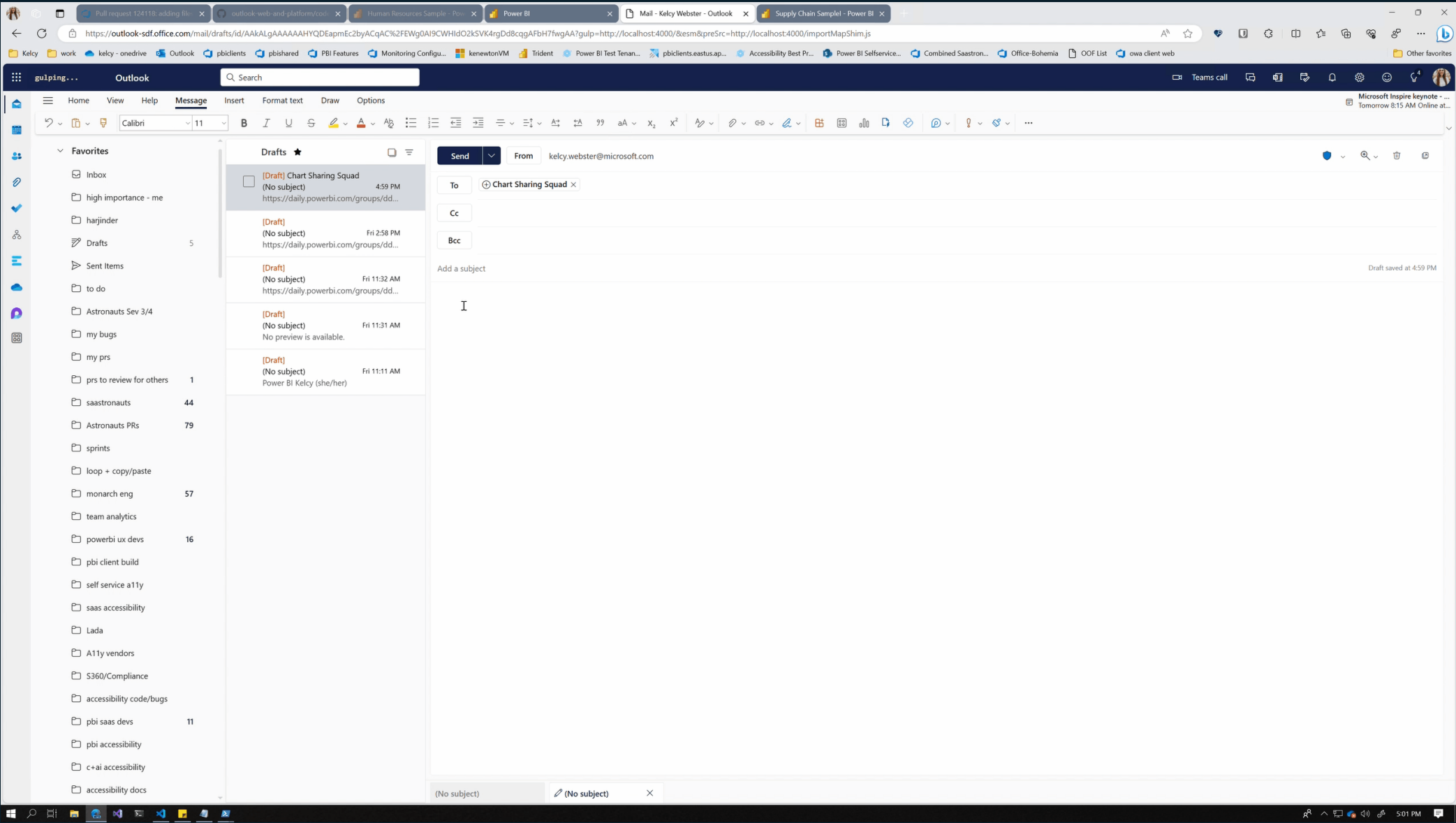
Paste report URL here Insert

Click to add notes

Slide 58 of 67 English (United States) Accessibility: Investigate General

Notes Display Settings ENG 1:11 PM 3/10/2021

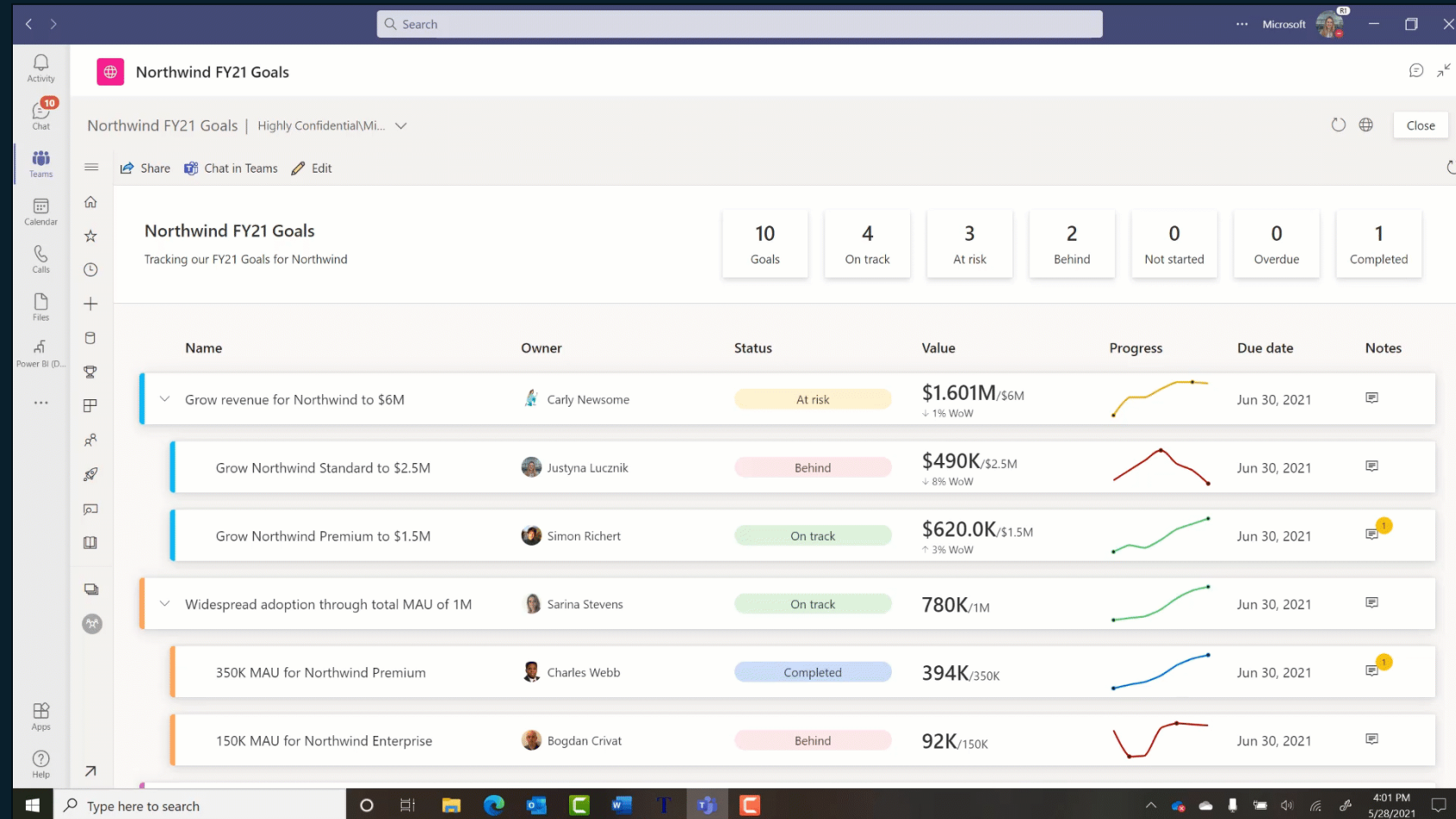
Chart Sharing in Outlook with Loop



Performance Management built in

Align teams to focus on what matters most with scorecards

Used by over 100K organizations





Roadmap

Available Now

Generally available

Power BI

Public preview

Data Factory

Synapse Data Engineering

Synapse Data Science

Synapse Data Warehousing

Synapse Real Time analytics

Power BI Copilot for DAX

OneLake

Private preview

Data Activator

Microsoft Fabric Copilot



Microsoft Fabric

The data platform for the era of AI

Complete Analytics Platform

Everything, unified

SaaS-ified

Secured and governed

Lake centric and open

OneLake

One Copy

Open at every tier

Empower Every Business User

Familiar and intuitive

Built into Microsoft 365

Insight to action

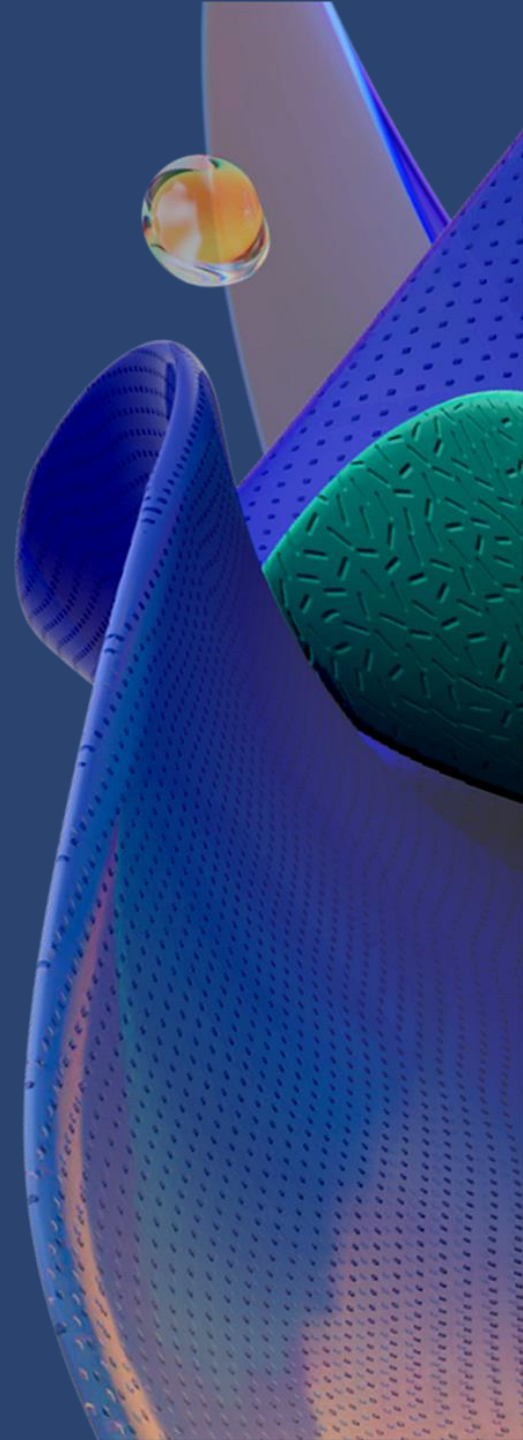
AI Powered

Copilot accelerated

ChatGPT on your data

AI driven insights

Fabric Capacities: Universal Compute





Universal compute capacities

"All in one"



Analytics vNext comes with a rich set of compute engines

Universal Compute Capacities provide the power to the various engines

"All in One" - each of the compute capacity can power all the engines

There is no need to size in advance the individual engines, or to split the capacity across the engines

All Power BI Premium capacities are upgraded automatically to the Universal Compute Capacities, no additional purchase required



Microsoft Fabric

The unified data platform for the era of AI



Data
Factory



Power BI



Synapse Data
Engineering



Synapse Data
Science



Synapse Data
Warehousing



Synapse Real
Time Analytics



Data
Activator



OneLake

Unified
architecture

Unified
experience

Unified
governance

Unified
business model



Microsoft Fabric

The unified data platform for the era of AI



Data
Factory



Power BI



Synapse Data
Engineering



Synapse Data
Science



Synapse Data
Warehousing



Synapse Real
Time Analytics



Data
Activator



OneRiver



OneLake

Unified
architecture

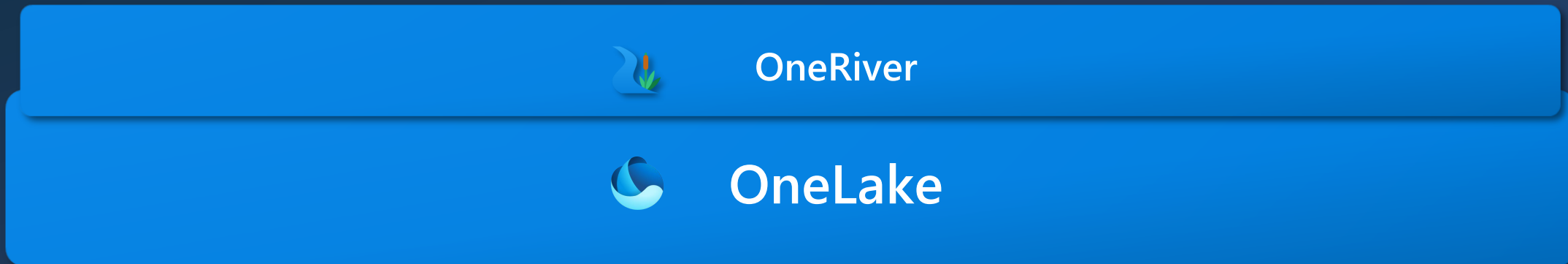
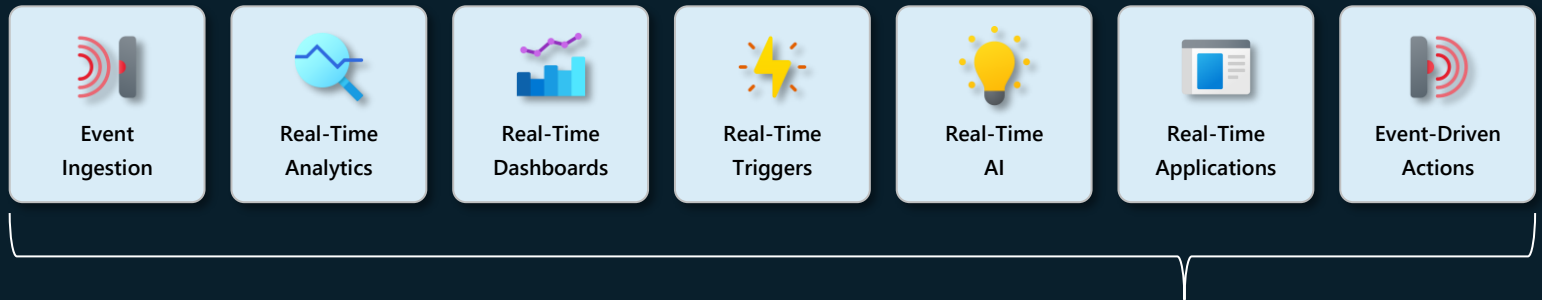
Unified
experience

Unified
governance

Unified
business model



Microsoft Fabric – Project Barak



OneRiver - Single data estate

Streaming sources
(e.g., Kafka)



Batch data sources
(e.g., SQL, Oracle)



Fabric item events
(e.g., usage, errors)



Microsoft apps
(e.g., Azure Monitor)



Third-party apps
(e.g., SAP, Auth0)

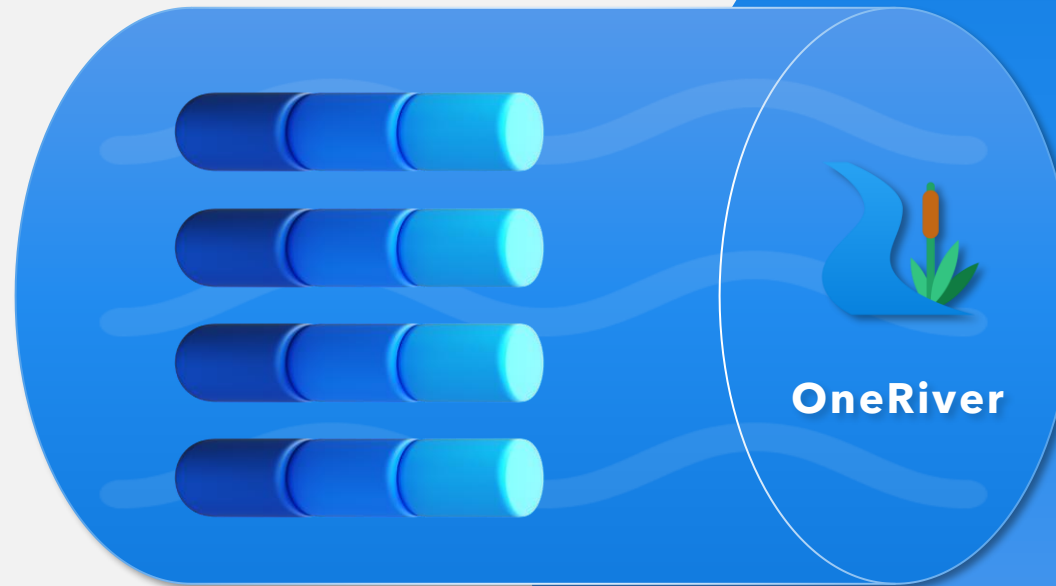


Public streams
(e.g., news, weather)



2. No-code experiences

Analyze, build lightweight models, and trigger actions over all your data-in-motion

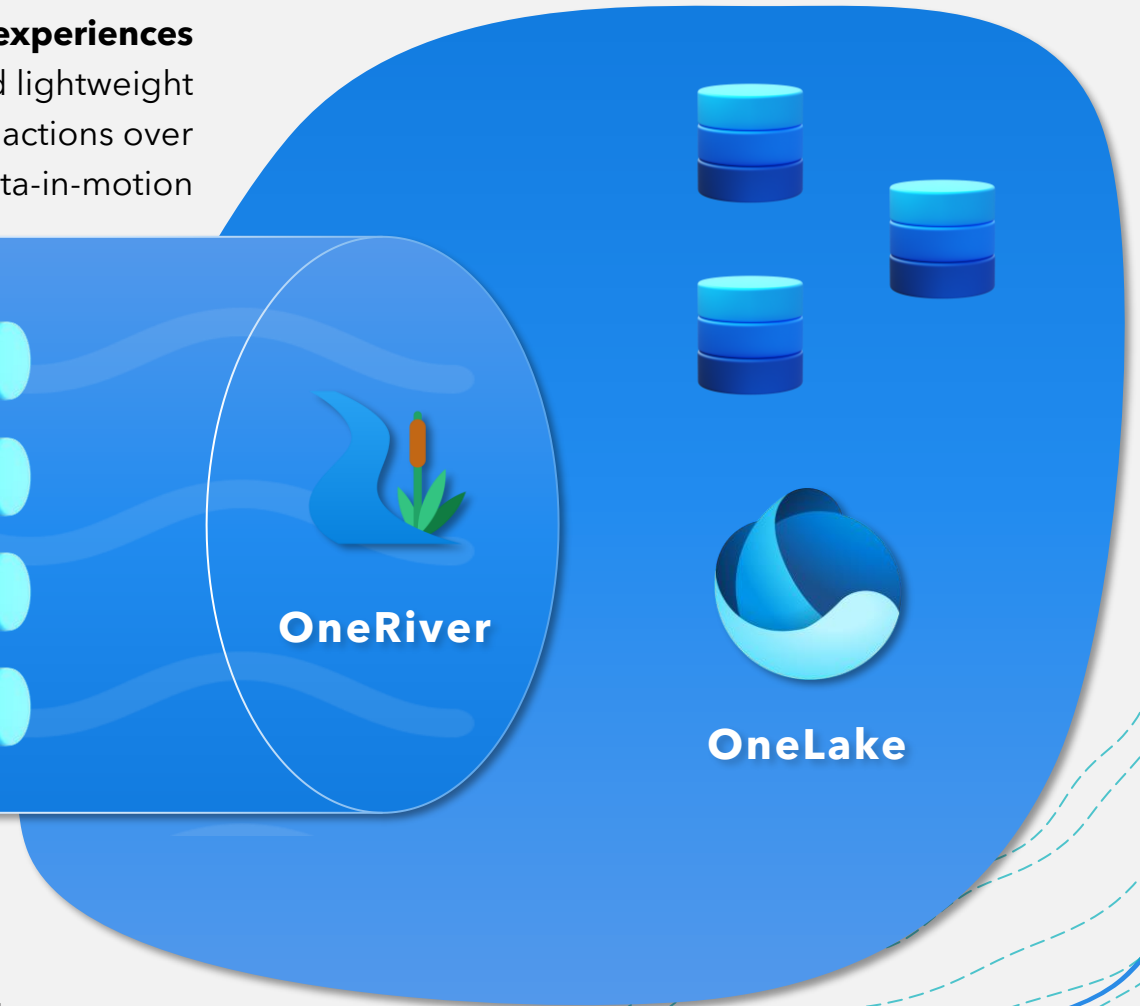


1. OneRiver is never dry

Large catalog of data-in-motion available on Day 1, brought in with just a few clicks in Get Data UI

3. OneRiver -> OneLake

Time-oriented data-in-motion is readily available for use in OneLake, Lakehouse, Spark, etc.





Project Barak

Operational intelligence platform for the era of AI