



1. Main page: <http://cortanaanalytics.com>
2. When you begin this Module, you should:
 1. Understand the Azure Platform
 2. Be able to instantiate IaaS VM's
 3. Be able to create Azure Data stores, understand the basic ingress and egress of data
 4. Be able to deploy an Azure Web Site
 5. Be Able to deploy an Azure Web Application
 6. Be able to access and use an Azure Service, such as HDInsight or Azure ML

Module 4 Learning Objectives












1. Understand the process of marrying a series of requirements to a series of capabilities within the Cortana Analytics suite
2. Be able to show the solution designed to a business and technical audience
3. Use the Graphical Tools for multiple Cortana Analytics products



When you are done with this module, you will be able to:

1. Understand the process of marrying a series of requirements to a series of capabilities within the Cortana Analytics suite
2. Be able to show the solution designed to a business and technical audience
3. Use the Graphical Tools for multiple Cortana Analytics products

Cortana Analytics Stack

	Cortana
	Power BI
	Azure Stream Analytics
	Azure HDInsight
	Azure Machine Learning
	Azure SQL DB, Data Warehouse, DocumentDB
	Azure Data Lake
	Azure Event Hubs
	Azure Data Catalog
	Azure Data Factory
	Microsoft Azure

1. Platform and Storage: Microsoft Azure – <http://microsoftazure.com> Storage: <https://azure.microsoft.com/en-us/documentation/services/storage/> (Host It)
2. Azure Data Factory: <http://azure.microsoft.com/en-us/services/data-factory/> (Move It)
3. Azure Data Catalog: <http://azure.microsoft.com/en-us/services/data-catalog> (Doc It)
4. Azure Event Hubs: <http://azure.microsoft.com/en-us/services/event-hubs/> (Bring It)
5. Azure Data Lake: <http://azure.microsoft.com/en-us/campaigns/data-lake/> (Store It)
6. Azure DocumentDB: https://azure.microsoft.com/en-us/services/documentdb/?WT.srch=1&WT.mc_ID=SEM_JQ3fO8dU , Azure SQL Data Warehouse: <http://azure.microsoft.com/en-us/services/sql-data-warehouse/> (Relate It)
7. Azure Machine Learning: <http://azure.microsoft.com/en-us/services/machine-learning/> (Learn It)
8. Azure HDInsight: <http://azure.microsoft.com/en-us/services/hdinsight/> (Big It)
9. Azure Stream Analytics: <http://azure.microsoft.com/en-us/services/stream-analytics/> (Stream It)
10. Power BI: <https://powerbi.microsoft.com/> (See It)
11. Cortana: <http://blogs.windows.com/buildingapps/2014/09/23/cortana-integration-and-speech-recognition-new-code-samples/> and <https://blogs.windows.com/buildingapps/2015/08/25/using-cortana-to-interact-with-your-customers-10-by-10/> (Say It)

Business Case

AdventureWorks is a company that makes and sells bicycles. The sales are conducted around the world. We also support our products. But as we've made more sales in the last 10 year, we've farmed out the support function to various companies that take in maintenance and support issues in call centers around the world.

We're growing. And now we want to take our bicycles to several large retailers, but a few of them want to know a lot about our churn rate.

For over 10 years, we've collected a lot of information about our customers and of course we know a lot about our products. But since we've outsourced our call centers, we don't own the databases that hold their data – they will give us an export, though. (They support multiple customers)

We're not sure about our churn rate – we have the data of who has and has not bought again, and we think we can get the data from the call centers for the complaints and repairs, but we need a way to analyze a lot of data that has different formats to find a prediction of who will churn and who will not.

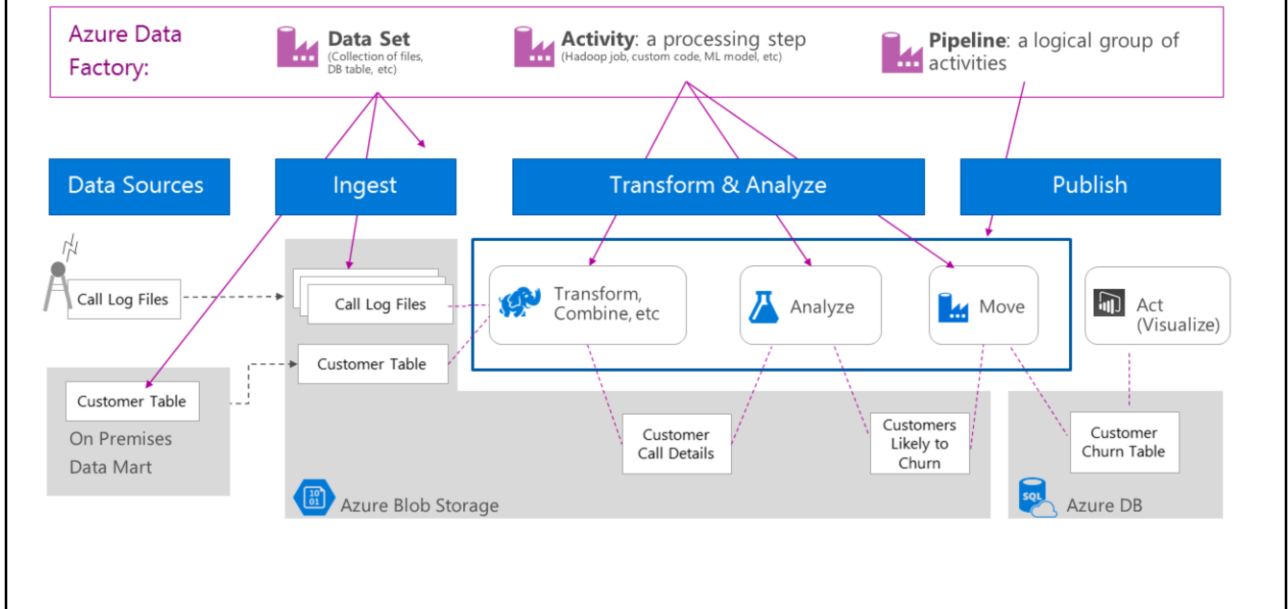
Ideally we want a list of customers we think will churn, in a structured database we could share out to our potential resellers sales staff, so they know how to target at-risk and new clients.

More on our in-house data: <https://technet.microsoft.com/en-us/library/ms124501%28v=sql.100%29.aspx>



1. AdventureWorks Data Dictionary: [https://technet.microsoft.com/en-us/library/ms124438\(v=sql.100\).aspx](https://technet.microsoft.com/en-us/library/ms124438(v=sql.100).aspx)

Azure Data Factory Example - Churn



1. Full explanation of this example: <https://azure.microsoft.com/en-us/blog/getting-started-with-azure-data-factory-and-azure-machine-learning-4/>

Graphical Tools Tour

1. Azure Portal
2. Resource Groups
3. Azure Data Catalog
4. HDInsight
5. Azure ML
6. Azure Data Factory
7. Storage Explorers



1. A video of the new Portal: <https://channel9.msdn.com/Blogs/Windows-Azure/Azure-Preview-portal>



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