

Modern Microsoft BI and Analytics

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Big Data?



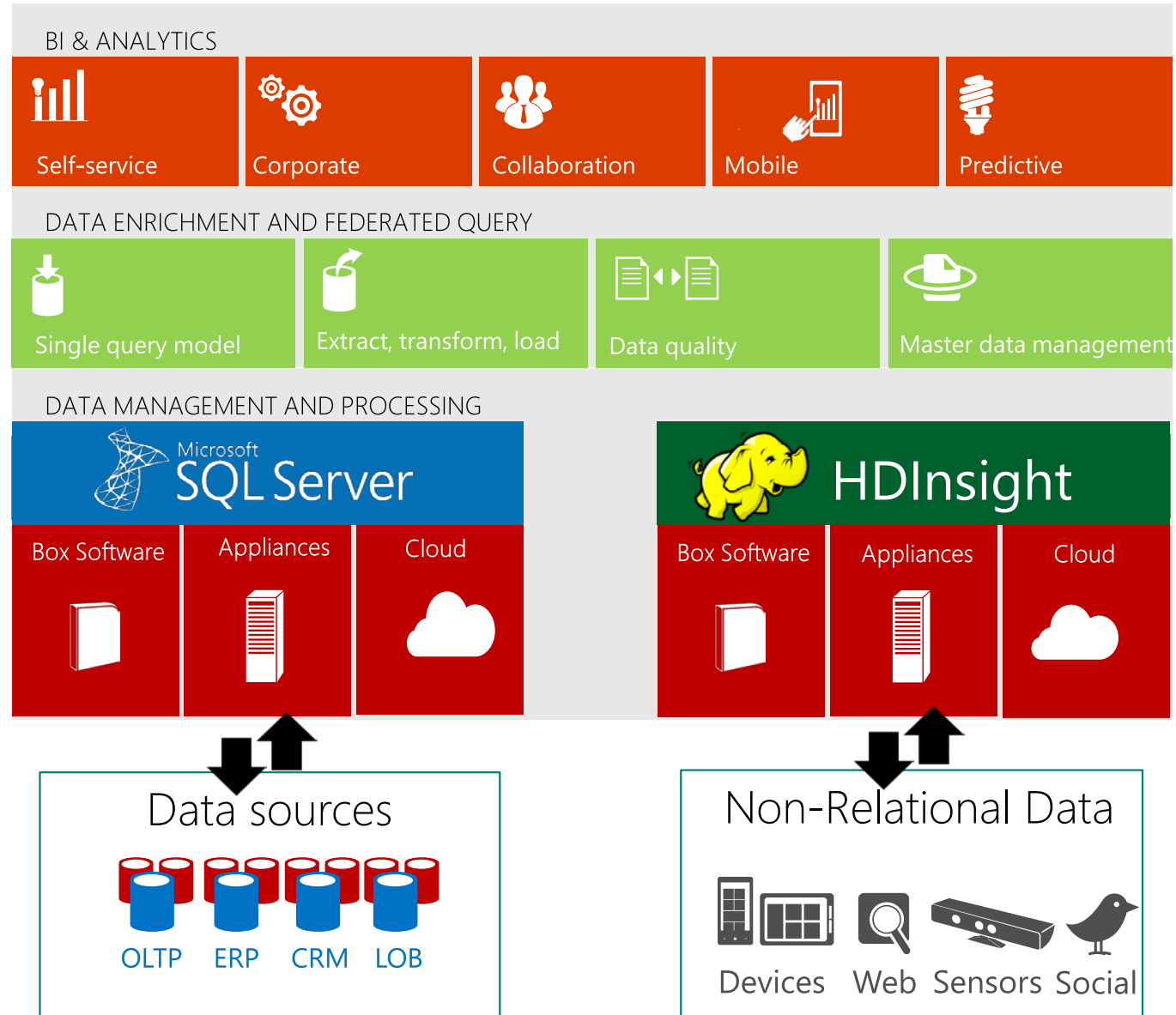
Microsoft's modern data warehouse



SQL Server 2014

Analytics Platform System

Azure HDInsight Service



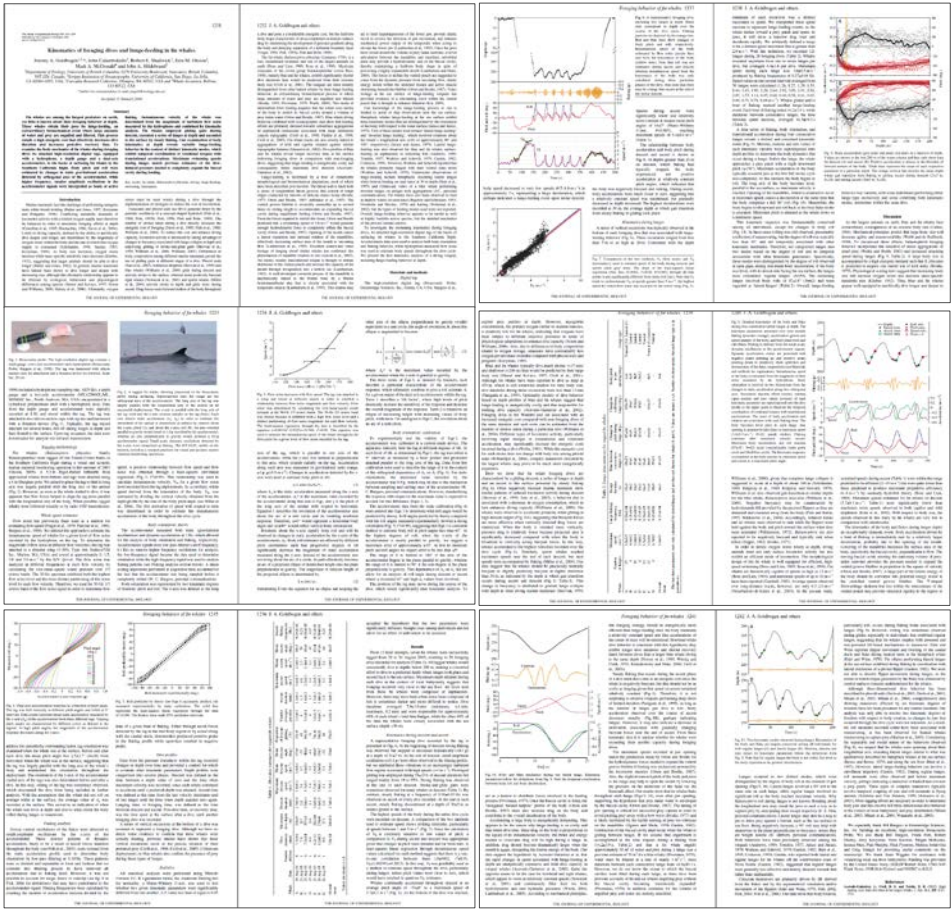
Data Quality Services

Demo 

Data vs. Information

Kinematics of foraging dives and lunge-feeding in fin whales

THE JOURNAL OF EXPERIMENTAL BIOLOGY (12 pages)



Lunge Feeding

Scientists tracking fin whales have created the first detailed model of how they feed. After gliding to depths of more than 600 feet in search of krill, a fin whale will repeatedly accelerate and open its mouth wide, engulfing about 20 pounds of krill and more than its own weight in water as it grinds to a halt.

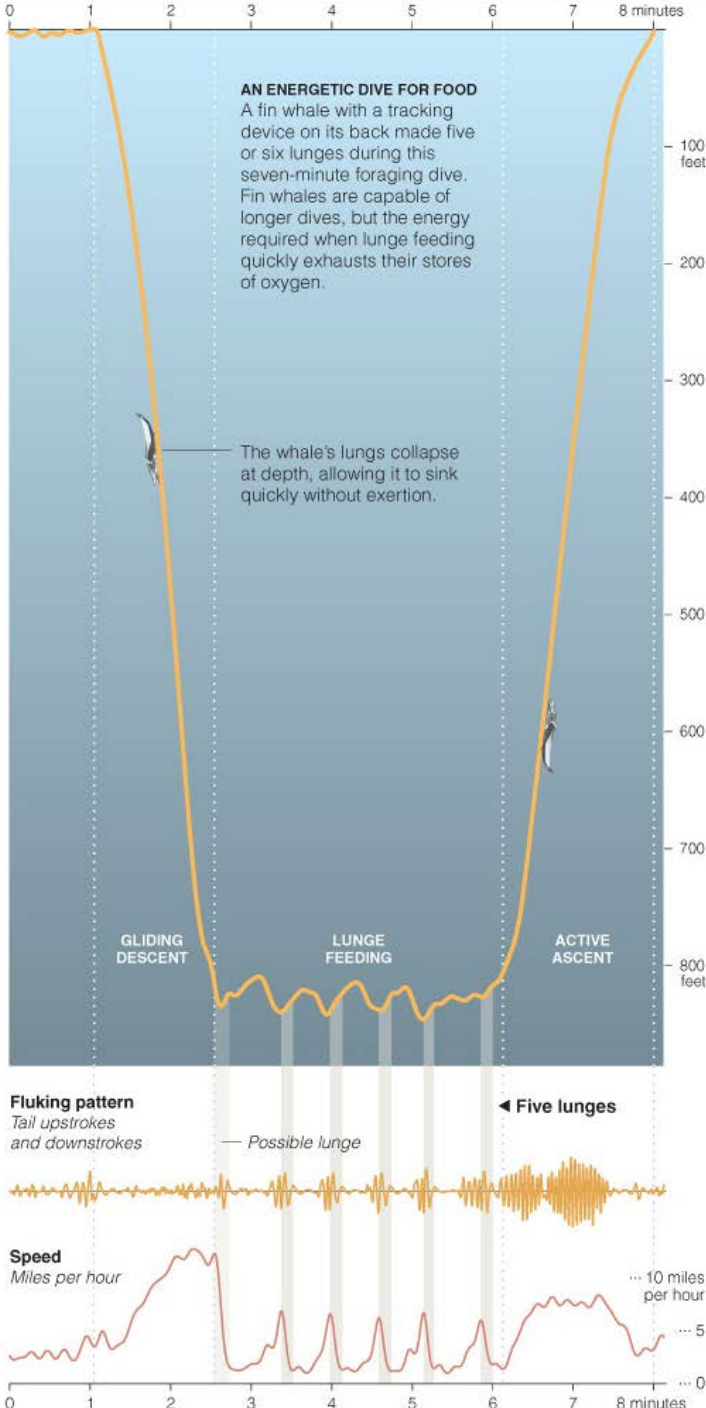


START OF LUNGE
After accelerating into a school of krill, the whale opens its mouth.

Lunge

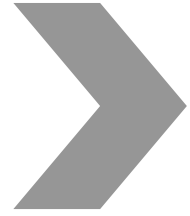
SPEED
... 5 miles per hour

0 6 seconds



Power BI turns Data into Information

**The Raw Ingredients/
The Data**



**The Chef/
Data Analyst**



**Something Amazing/
Information**



BI and Analytics

Demo 



Big Data. Small Data. All Data.