

16th Data & AI Meetup

Azure Bootcamp

23rd June 2020

 <https://aka.ms/DataAIHub>

 @DataAIHub

Power BI + Azure

Power up your BI with Azure Data Services

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Maximize the value of your data



Powerful
visualization and
reporting



Petabyte scale
analytics



Advanced
analytics and AI

Data collaboration is crucial



Business analysts



IT professionals

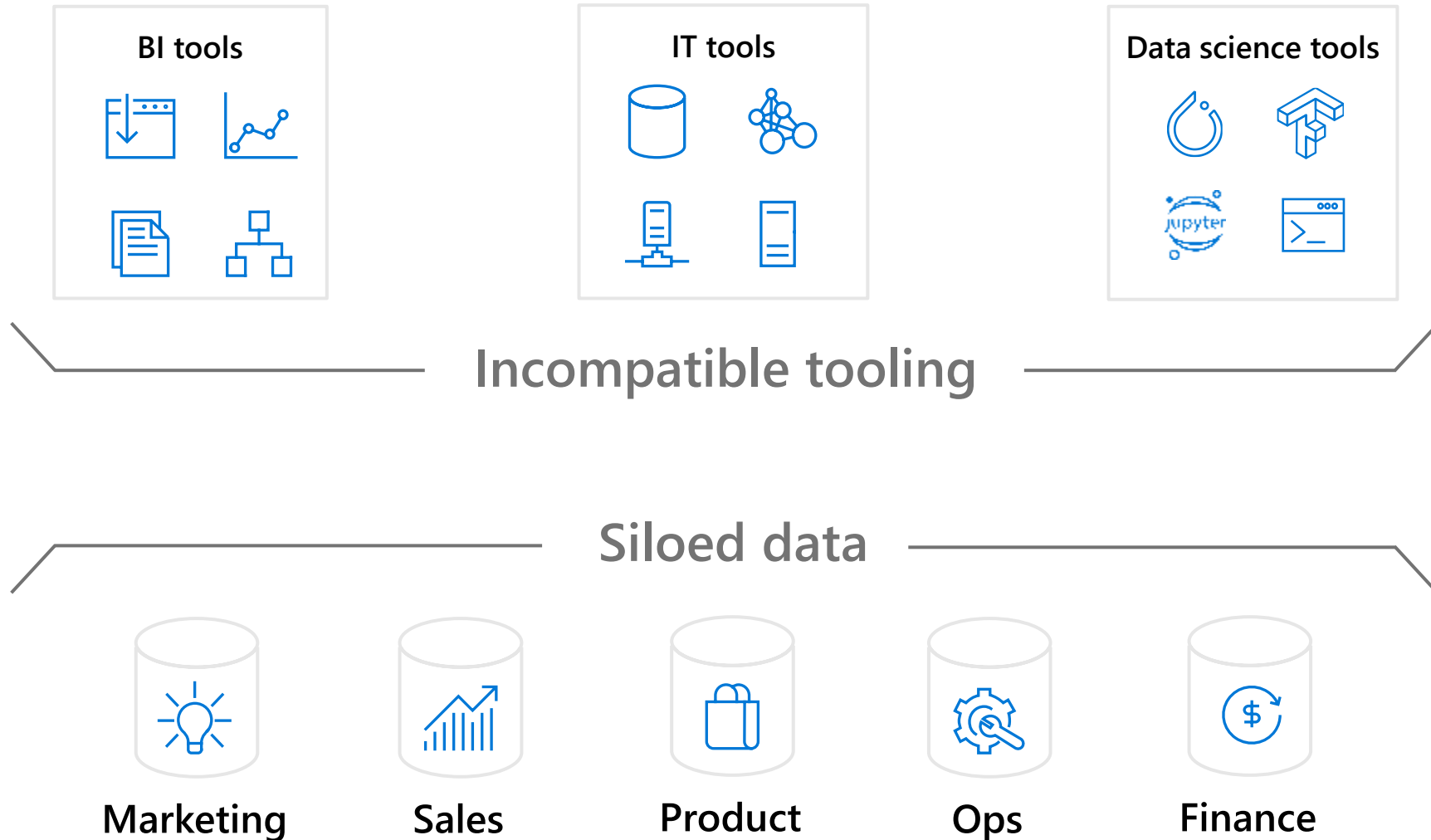


Data scientists



Frictionless collaboration

Data silos and incompatible tooling inhibit collaboration



Unify your organization



Power BI

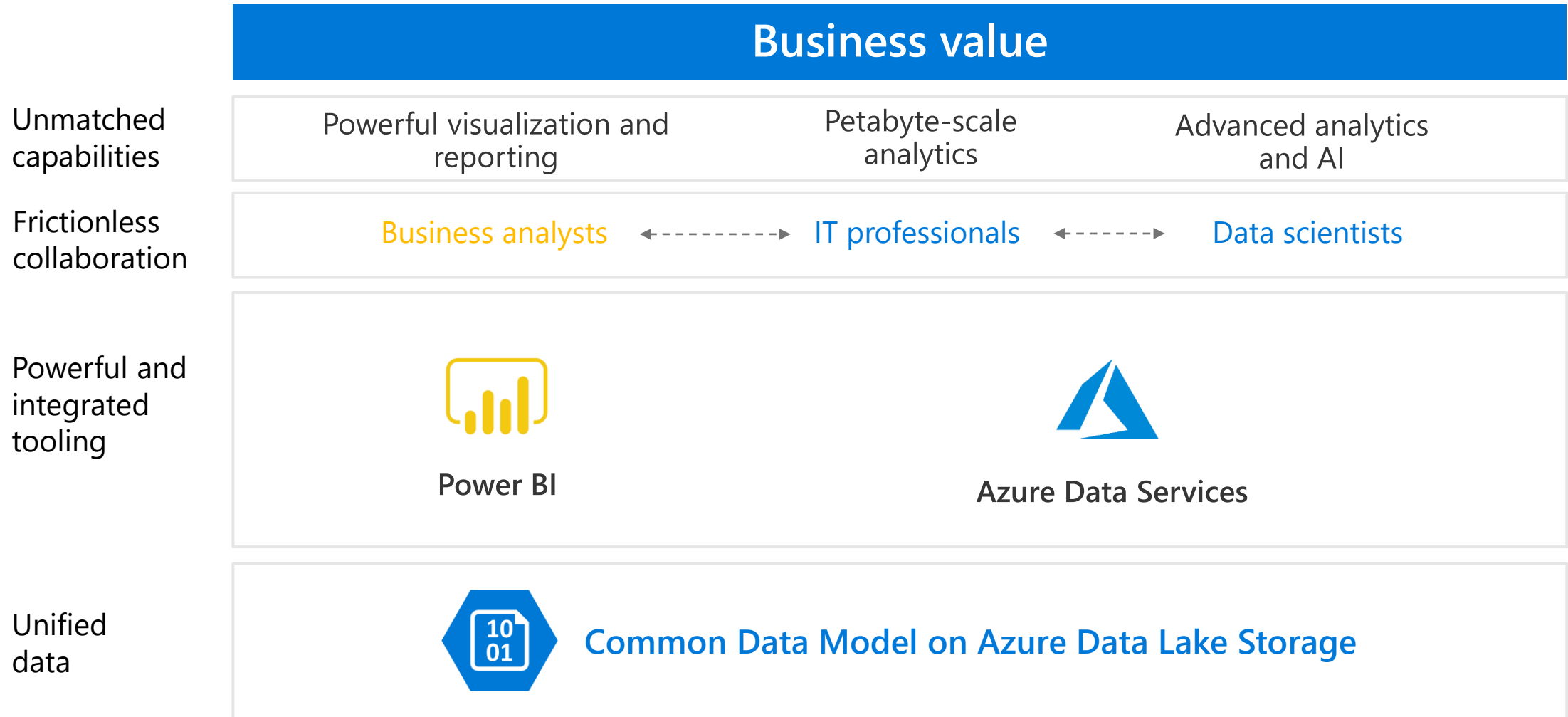


Azure Data Services



Common Data Model on Azure Data Lake Storage

Unleash data value with Power BI and Azure Data Services



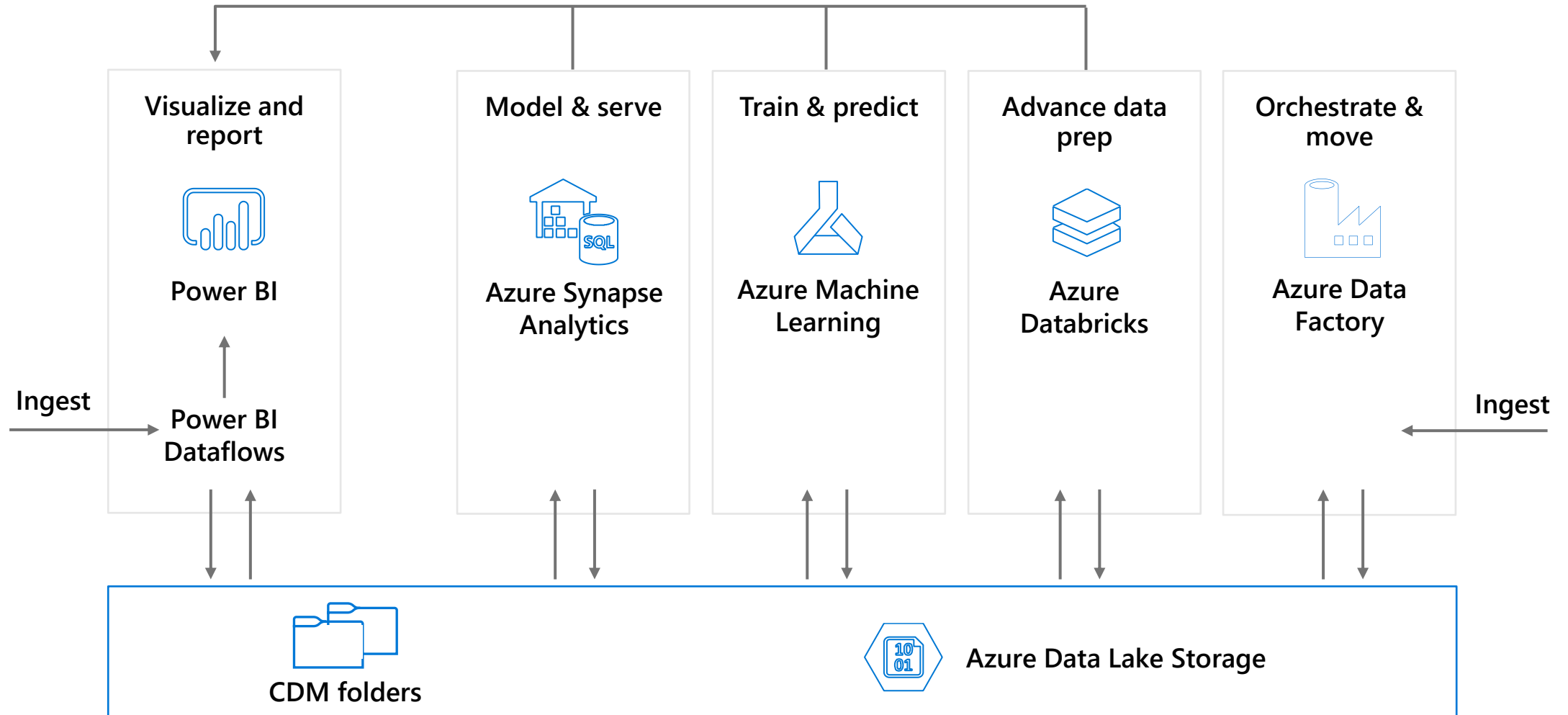
Seamless integration, everywhere

Business analysts

No code, low code

IT professionals, Data scientists

Low to high code



Azure Synapse Analytics + Dynamics 365 Customer Insights


Bring all your data into a single analytics service

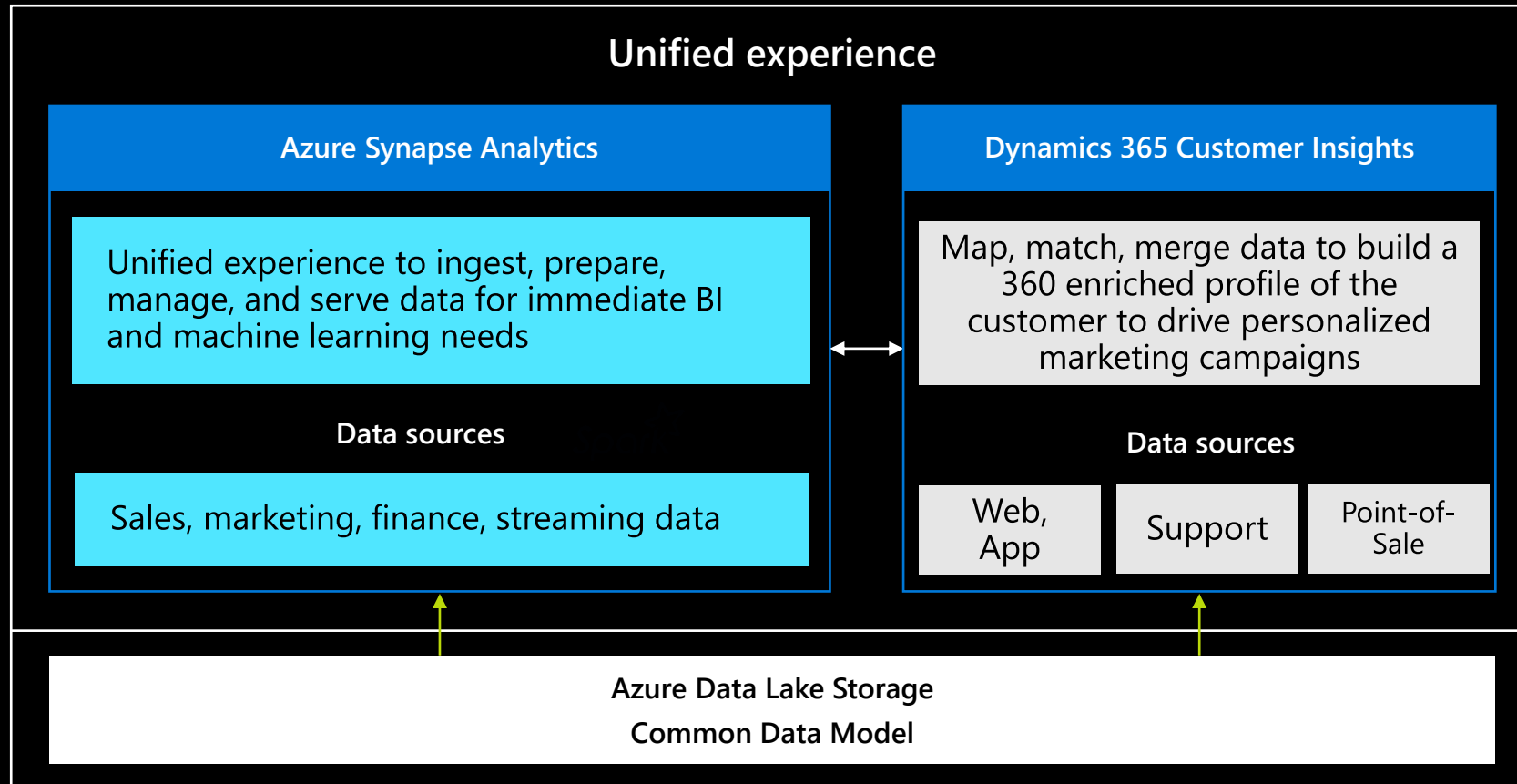
Easily connect with other applications and services for further analytics


On-premises data


Cloud data


SaaS data


Streaming data

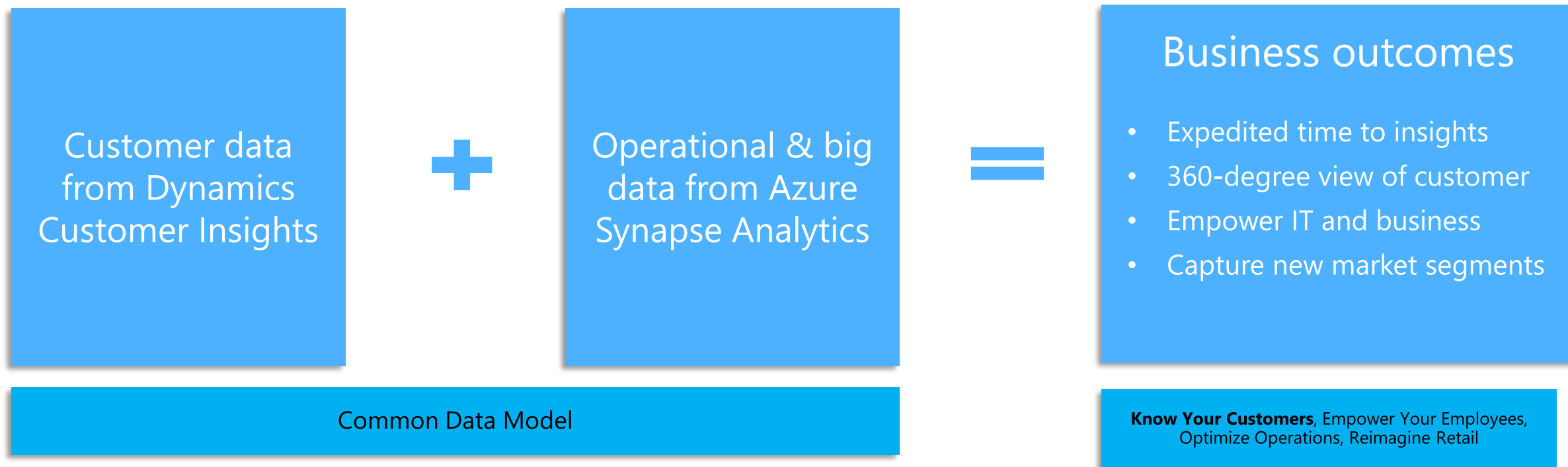


IT Driven

Bring all data into Azure Data Lake Storage

Business Driven

Customer Insights + Azure Synapse



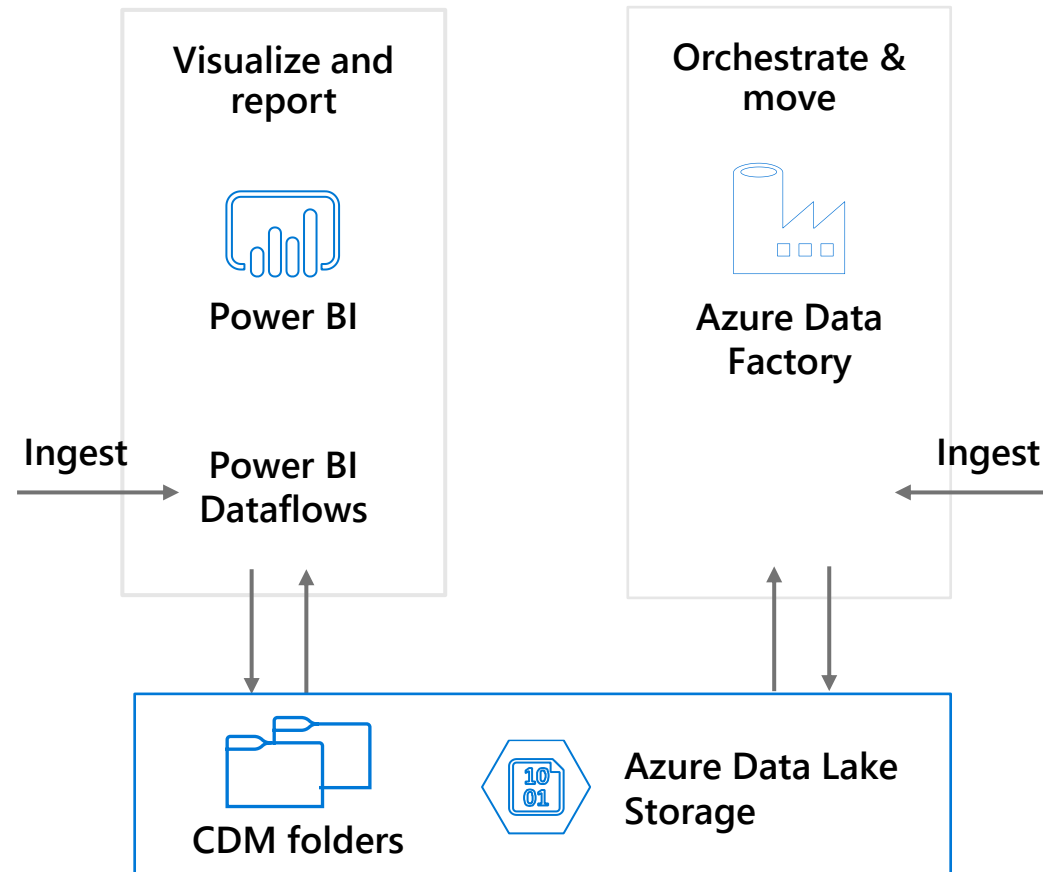
Unify data across your organization

Power BI + Azure Data Factory + Azure Data Lake Storage

Power BI Dataflows

Business analysts can create reusable ETL logic to ingest any data source with point and click simplicity

Can be configured to automatically store data in CDM format on Azure Data Lake Storage



Integration Runtime

IT professionals can run SSIS packages natively in Azure Data Factory, so you don't have to recreate years of on-premise ETL logic

One lake for all data enables business analysts, IT professionals, and data scientists to collaborate without having to move the data around



Demo

Campaign Analytics in Retail with Power BI

Demo scenario

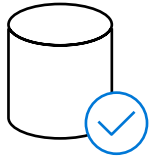
Wide World Importers (fictitious retail customer) has hundreds of brick and mortar stores and an online store where they sell all kinds of products. They would like to:

- Gain business insights using historical, real-time, and predictive analytics using structured and unstructured data sources
- Enable their business analysts to connect to LOB applications and unify all their disparate customer data into a unified customer profile and a common data model
- Enable their IT Team of data engineers and data scientists to bring in and run complex queries over petabytes of structured and unstructured enterprise operational data
- Enable business analysts and IT team to share a single source of truth and have a single workspace to collaborate and work with enterprise data and enriched customer data



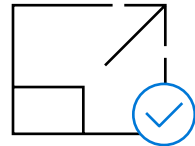
Power BI + Azure Data Services: Better together

One lake for all data



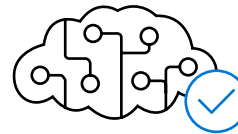
Game-changing data collaboration across your organization

Unlimited scale



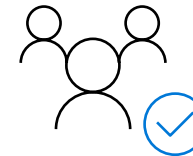
Reason over petabytes of data in seconds

Breakthrough insights



Unlock deeper insights with powerful AI models

Easy consumption



Put actionable insights in the hands of everyone

Unify your organization and unlock game-changing insights for all

Empowering 40,000 employees to work smarter



Unifying data and unlocking insights with Power BI and Azure

Challenge

Global consumer goods company struggled with poor performance on their existing business intelligence solution.

Disconnect between data storage and consumption.

Impact

Unified internal and third party data stores with Azure Data Factory and Azure Data Lake Storage.

Easily accessible insights on both desktop and mobile with Azure SQL Data Warehouse and Power BI.

Increased cost savings on licensing and maintenance which paid for the new platform in the first year.



Deliver petabyte-scale analytics

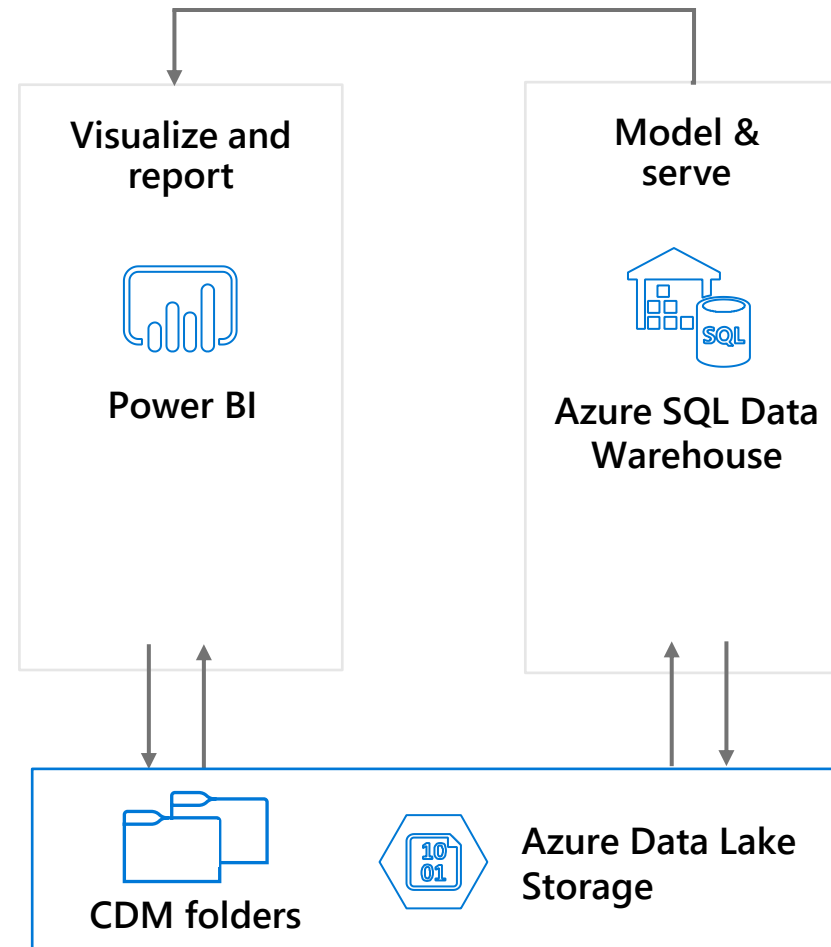
Power BI + Azure SQL Data Warehouse

Power BI Aggregations

Enable instant response times on massive datasets when querying at the aggregated level

DirectQuery

Queries at the granular level are sent to Azure SQL Data Warehouse, leveraging its industry leading performance



Industry leading performance

Azure SQL Data Warehouse is up to 14x faster and 94% cheaper than other cloud providers

One click connection

Skip the configuration when connecting to Power BI with the 'Open in Power BI' button within Azure SQL Data Warehouse

Building a data estate for any future



Petabyte-scale analytics across the organization with Power BI and Azure

Challenge

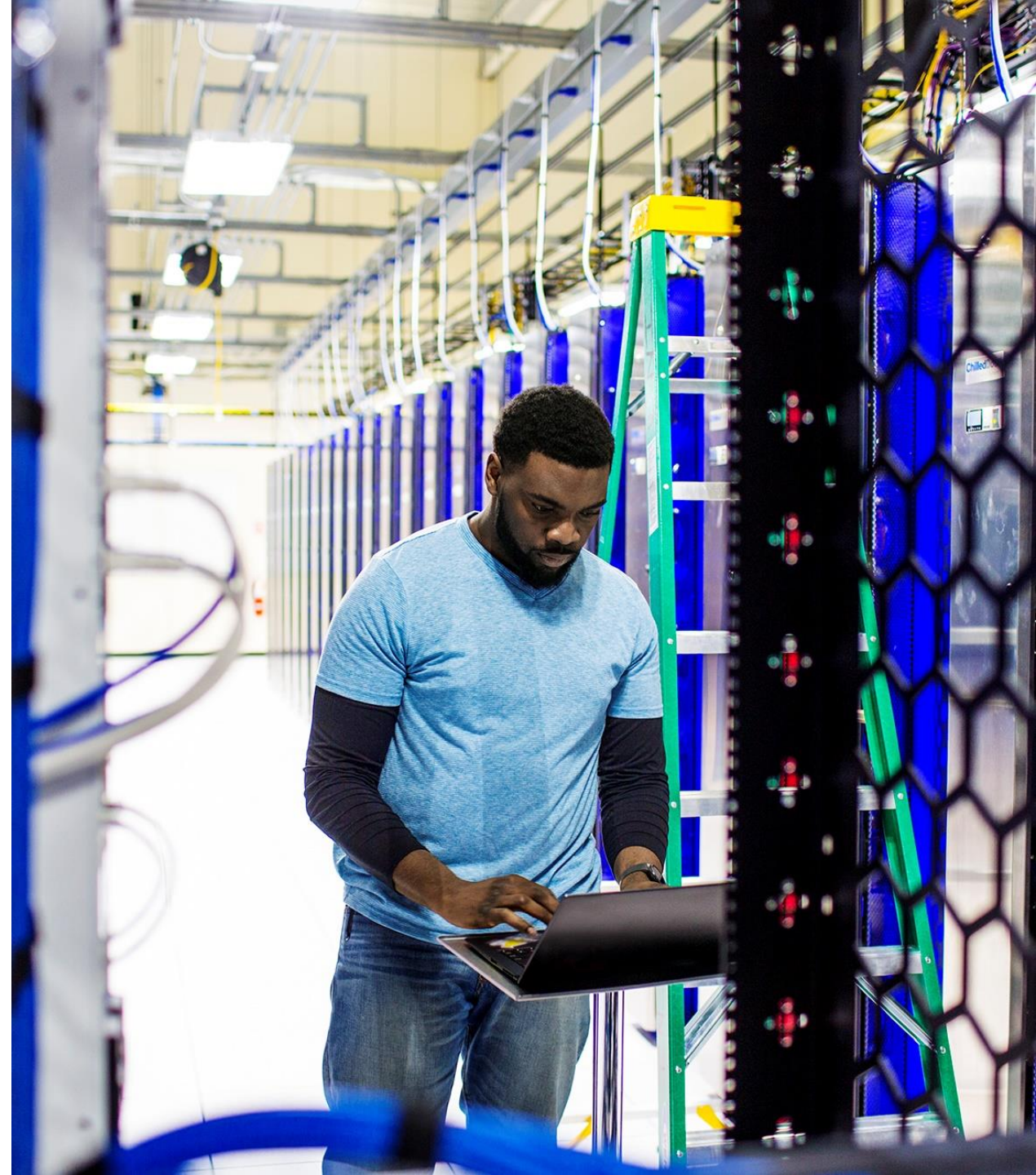
Danish med-tech company struggled to generate actionable insights on patient needs with antiquated spreadsheet-based reporting.

Impact

More powerful but cost-efficient analytics on Azure SQL Data Warehouse to support an growing BI user base across the enterprise

Replaced thousands of fixed PDF reports with a fully interactive BI experience using Power BI.

Shifted focus from software maintenance to extracting insights.



Deep insights with advanced analytics and AI

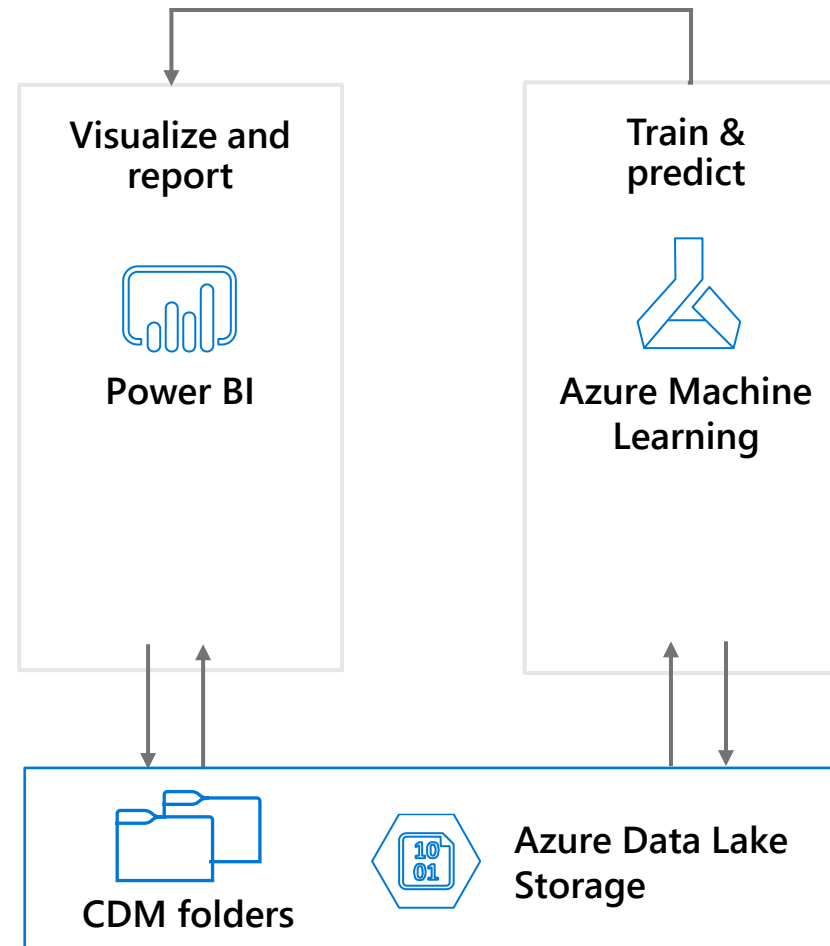
Power BI + Azure Machine Learning

Start with no-code ML

Business analysts can use automated machine learning within Power BI to solve for common use cases with zero coding

Extend with Azure Machine Learning

Seamless connection to Azure Machine Learning enables business analysts to consume the work of data scientists for more advanced problems



Solve complex challenges

Data scientists can leverage data in Azure Data Lake Storage to train models in Azure Machine Learning, giving your business a competitive edge.

Reduce time-to-insight

Azure Machine Learning automates time-consuming tasks such as model tuning and deployment, reducing time-to-insight from weeks to hours.

Improving sales negotiations to increase profits



Equipping sellers with machine learning insights with Power BI and Azure

Challenge

Brazilian retailer began to lose money when sales stalled and they were unable to accurately discount products at the point of sale.

Impact

Improved product pricing by delivering insights from Azure Machine Learning to sellers in real time through Power BI.

Reduced costs by moving to the cloud with an advanced analytics solution using Power BI, Azure SQL Data Warehouse and Azure Machine Learning.

Implemented 90% of the solution with no IT help.



