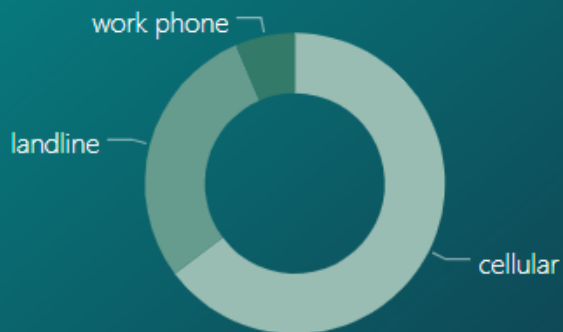




COMMUNICATION TYPE



CUSTOMERS BY AGE

10K



Key influencers Top segments

What influences Customers to be Returning ?

When...

...the likelihood of
Customers being Returning
increases by

Country is UK

2.32x

Country is Japan

1.84x

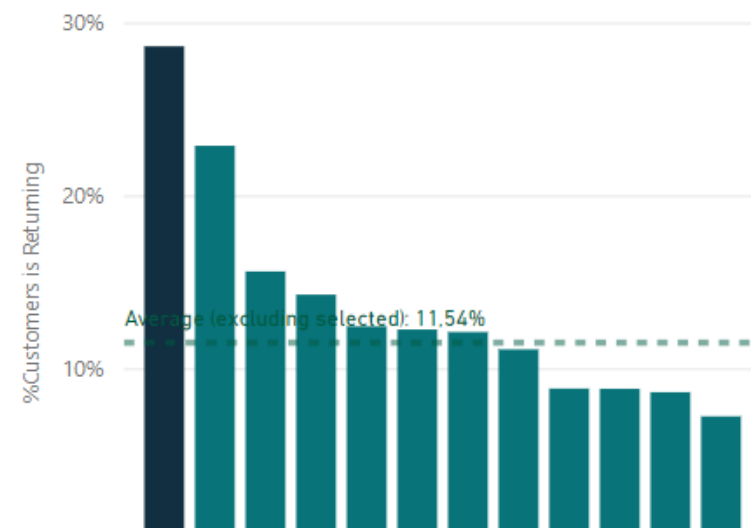
Purchased Spa Visit is yes

1.66x

Primary Interest is relaxation

1.54x

← Customers is more likely to be Returning when Country is UK than otherwise (on average).



Bring AI to Power BI

What can you do today?



Marc Lelijveld

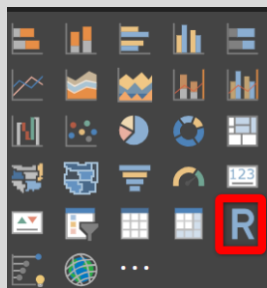
Data & AI consultant
Macaw Netherlands



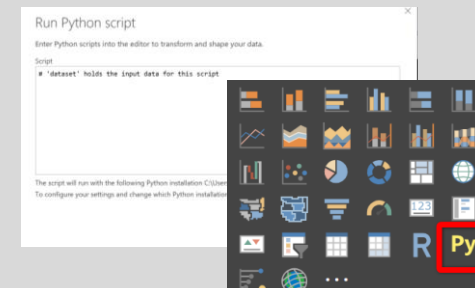
- ✉ Marc.Lelijveld@outlook.com
- 🐦 [@MarcLelijveld](https://twitter.com/MarcLelijveld)
- in linkedin.com/in/MarcLelijveld
- 🌐 Data-Marc.com

AI capabilities in Power BI

Desktop
Run R in
Power BI
visuals



Desktop
Python in
Visuals +
Power
Query



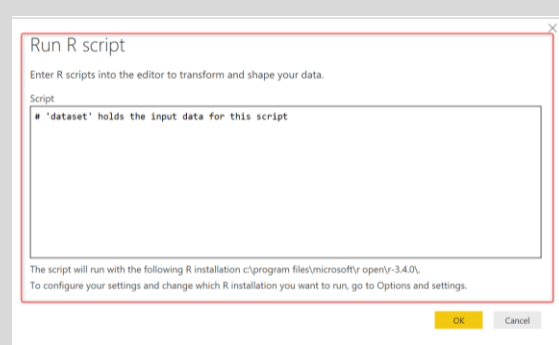
2015

2016

2018

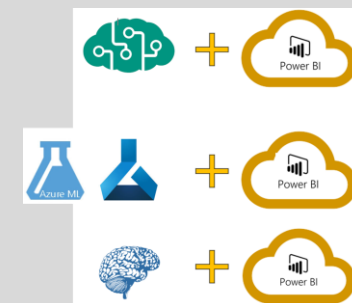
2019

Desktop
R in
Power
Query

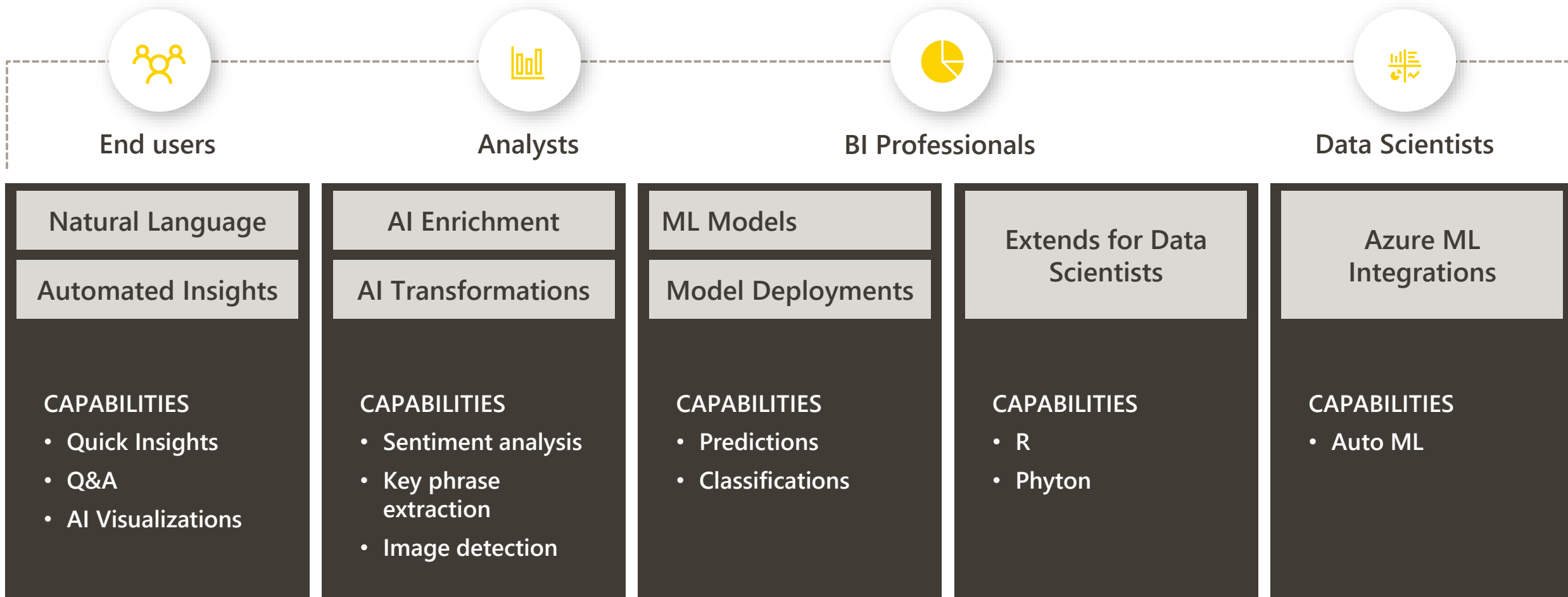


Premium features

- AI in dataflows
- Key Influencer
- Azure Auto ML
- ML Studio



AI capabilities in Power BI



Demos

- Power BI Natural Language Query
- Key influencer visual
- Decomposition Tree
- AI Insights (Cognitive Services)

