

# 1. Introduction

## What is the Standalone Copilot in Power BI?

The standalone Copilot in Power BI is a full-screen, chat-based AI assistant that allows you to interact with your data using natural language. Unlike the in-report Copilot pane, which is limited to the report you're viewing, the standalone Copilot can access and analyze **any report or dataset** you have permission to view—including the **Copilot Super User Report**.

This makes it an ideal tool for customers who want to explore their Copilot usage data without needing to rely on a data analyst or BI expert. You can ask questions like “Which departments have the most super users?” or “What trends are emerging in Copilot adoption?” and receive instant, plain-language answers—often with charts or summaries included.

### Default-On Rollout

**Sep 2025**

Automatically enabled for Copilot-enabled tenants (preview)

### Capacity Required

**Fabric F2 / P1**

Requires a Fabric F2 (or higher) or Premium P1 (or higher) workspace

## Why Use Copilot for the Super User Report?

The **Super User Report** is a powerful resource that tracks how different users and departments are engaging with Microsoft Copilot. It includes metrics like:

- Copilot actions per user
- Adoption tiers (e.g., low, moderate, high, super)
- Usage by department or function
- Trends over time

Traditionally, interpreting this report required a trained analyst or a guided walkthrough using the Researcher agent. Now, with the standalone Copilot, **you can get the same level of insight—instantly and interactively.**

### Key Benefits:

- **For Business Users:** No need to interpret complex charts or navigate multiple dashboards. Just ask Copilot to explain what the report shows, and it will summarize the key insights in plain language.

- **For Analysts and BI Teams:** Copilot can handle many of the ad-hoc questions that typically come your way, freeing you up to focus on deeper analysis or strategic work.
- **For Decision-Makers:** Get executive-ready summaries, ROI estimates, and department-level breakdowns without waiting for a custom report.

## Availability

The standalone Copilot experience will be **enabled by default starting September 1, 2025**, for all tenants that have Copilot turned on. If your organization is already using Copilot, you'll automatically gain access to this feature. During the preview period, you may need to enable it manually—this guide will walk you through how to do that in the next section.

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## 2. How to Enable It

To use the standalone Copilot in Power BI, a few setup requirements must be in place. Here's a step-by-step guide:



### Step 1: Verify Capacity

Ensure your data is in a workspace with **Copilot support**. This currently requires a **Microsoft Fabric capacity (F2 or higher)** or a **Power BI Premium capacity (P1 or higher)**. (Pure Pro/PPU workspaces won't have Copilot features unless they're assigned to a Fabric/Premium capacity.)



### Step 2: Enable Tenant Settings

In the Power BI admin portal, under **Tenant settings**, make sure Copilot is turned on. Specifically, enable:

- *"Users can use Copilot and other features powered by Azure OpenAI"* (if not already on), and
- *"Users can access a standalone, cross-item Power BI Copilot experience (preview)"*.



### Step 3: Prepare a Workspace

Publish your Power BI report (e.g., the Super User usage report) to a workspace that's on the Copilot-enabled capacity. If needed, create a new workspace and assign it to your Fabric or Premium capacity. Make sure you have access to that workspace (as a Member or Admin).



### Step 4: Access Copilot

Open Power BI Service (the Fabric portal). You should see a Copilot **chat icon** or **"Chat with your data"** entry point (often in the left navigation pane) when you're in a Copilot-enabled workspace. Click that to launch the standalone Copilot chat interface. If you're using Power BI Desktop (July 2025 or later), sign in and connect to a supported workspace in the **Options** (so Copilot will light up there as well).

**Note:** When you start using Copilot, it may warn you if your data model isn't "AI-ready." For example, semantic models can be **marked as prepped for AI** by dataset owners to ensure

high-quality answers. If your dataset isn't prepped, Copilot might show a message that answers could be of lower quality. Don't worry – you can still proceed and get answers. The warning is just advising that the data might need better definitions or context for optimal results. (If you're the dataset owner, you might later follow up by simplifying field names or marking the model as prepped for AI to remove the warning.)

Now that everything is enabled, you're ready to use Copilot as an analyst. The next section will explore **which prompts to use** for various types of insights.

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### 3. Prompt Categories and Examples

To get the most out of Copilot's analysis capabilities, it helps to ask the right questions. Below, we've organized some of the **best prompts** into categories, aligned with common analysis themes for the Copilot Super Usage report. You can **copy-paste** these example prompts (or adapt them) directly into the Copilot chat to generate insights.

#### A. Adoption & Engagement Analysis

Use these prompts to understand overall usage patterns and user engagement with Copilot:

- *"Summarize Copilot usage trends across departments. Highlight which teams are accelerating adoption and which are lagging and what organizational factors might be influencing these patterns."*
- *"How many users are actively using Copilot each week, and how has this changed over time?"*
- *"Compare weekly Copilot actions between new and legacy licensed cohorts. Identify behavioral differences and hypothesize why onboarding speed or engagement levels vary"*
- *"Identify any notable spikes or dips in Copilot activity. When did they occur, and what might explain them?"*
- *"Identify users who crossed the habit threshold. What usage patterns or support mechanisms likely contributed to their transition into regular use?"*

#### B. Power User Profiling

These prompts help you delve into the behavior of *super users* (the top 10% heavy users) versus others:

- *"Who are our top Copilot **super users** and what do they have in common?"*
- *"Segment users by usage tier and describe behavioral differences. What distinguishes super users from moderate users, and what can we learn from their habits to replicate success?"*
- *"Show the top 10% of users by Copilot actions. What features do they use most consistently, and what does this suggest about high-value use cases?"*

- *“Show a breakdown of Copilot usage by app for the top 10% of users vs. the bottom 50%.”*
- *“Analyze the distribution of Copilot actions across apps. Which apps drive the most engagement among power users, and what does that imply for training or enablement focus?”*
- *“Find if there are particular departments or job roles that produce more super users. Who leads Copilot usage intensity?”*

### C. ROI & Impact Insights

Prompts to estimate time savings and the value Copilot provides:

- *“How has after-hours work changed since adopting Copilot? Check if overtime or after-hours collaboration dropped among active users.”*
- *“How has after-hours work changed since adopting Copilot? Check if overtime or after-hours collaboration dropped among active users.”*
- *“Correlate Copilot usage with collaboration metrics. Are super users spending more time with external partners, and what might that indicate about Copilot’s role in cross-functional work?”*
- *“If an average Copilot action saves 5 minutes, what is the implied productivity gain for the top users vs low users?”*
- *“Visualize the change in after-hours activity as Copilot usage increases. Is there a trend toward better work-life balance, and what could be driving it?”*

### D. Enablement & Optimization

Prompts focusing on where to improve adoption and how to support users better:

- *“Identify groups needing targeted enablement based on low usage and inconsistent patterns. What barriers might be preventing adoption, and what tailored actions could help?”*
- *“List the features or Copilot scenarios that are least used. Any that stand out as underutilized?”*
- *“Suggest actions to improve adoption in departments with below-average engagement. Include rationale based on usage trends, role types, and historical behavior”*
- *“Are there users who started strong but dropped off in usage? What pattern do you see, and how might we re-engage them?”*

### E. Behavioral & Temporal Patterns

Explore how people are using Copilot day-to-day:

- *“What is the average number of Copilot actions per active day for users?” (e.g., do users typically use Copilot in bursts or steadily)*

- *“Analyze usage consistency. Are users engaging with Copilot evenly across the week or in bursts? What does this tell us about workflow integration?”*
- *“Do we see usage patterns like certain days of the week or times of day where Copilot usage is highest?”*
- *“Track Copilot usage over time since activation. Which cohorts show the fastest ramp-up, and what onboarding strategies might explain their success?”*
- *“Detect seasonal or campaign-driven spikes in usage. What events correlate with increased activity, and how can we replicate those conditions?”*

## F. Executive Summary & Leadership View

High-level prompts to get an executive-friendly summary:

- *“Create an executive summary showing licensed vs active users, usage growth, and top-performing departments. Include interpretation of what these trends mean for Copilot ROI.”*
- *“Show the active user rate vs. license count, and how it’s trending month over month.”*
- *“What are the top 3 insights about Copilot usage that leadership should know?”*
- *“Generate a leadership dashboard with key metrics: adoption rate, usage tiers, and ROI estimates. Add commentary on strategic implications and areas of opportunity.”*
- *“Generate a few bullet-point recommendations for our leadership to drive further Copilot value next quarter.”*

Feel free to tweak these prompts or ask follow-up questions after Copilot responds. The beauty of this tool is the *interactive, conversational* nature – you can keep refining your query if you don’t get exactly what you need on the first try.

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## 4. Tips for Prompting Effectively

Getting great results from Copilot often comes down to **how you ask your questions**. Here are some tips to help you craft effective prompts and follow-ups:

### Be Specific & Clear

Mention the exact metrics, timeframes, or segments you’re interested in. Clear requests yield better answers.

### Iterate & Refine

Don’t try to get everything in one go. Ask an initial question, then use follow-ups to drill down or clarify.

### Provide Context

If possible, attach the relevant report or specify the dataset. This helps Copilot focus on the right data.

- **Be clear and specific:** Clearly state what you want, including filters, time periods, and measures, for more precise answers.
- **Ask one question at a time:** Break down requests and use follow-ups to dig deeper. Copilot remembers the conversation context, so you can build on previous questions.
- **Attach relevant data:** Reference the correct report or dataset for better accuracy by using “Add to Copilot” or attaching the source.
- **Use your data model’s business terms:** Use exact terminology from your dataset to avoid ambiguity.
- **Request different formats:** Ask for answers in tables, bullet lists, charts, or summaries as needed.
- **Refine if needed:** If the answer isn’t right, rephrase or add details to improve results.


Follow these tips to get more relevant and actionable insights from Copilot.

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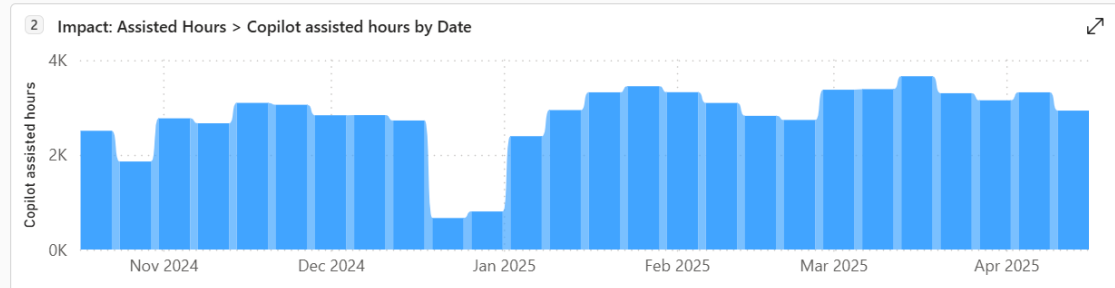
**Wrapping Up:** The standalone Copilot in Power BI is a powerful ally for deriving insights from your Copilot Super Usage report (and any other Power BI data). By enabling the feature and using well-crafted prompts, you can quickly turn raw usage data into actionable intelligence. By interacting through the chat interface you’re equipped with an AI analyst that works at your command. We encourage you to experiment with the example prompts, refine them for your organization’s context, and use the tips provided to get the best results. Happy analyzing with Copilot!


Examples:


yes please provide a summary

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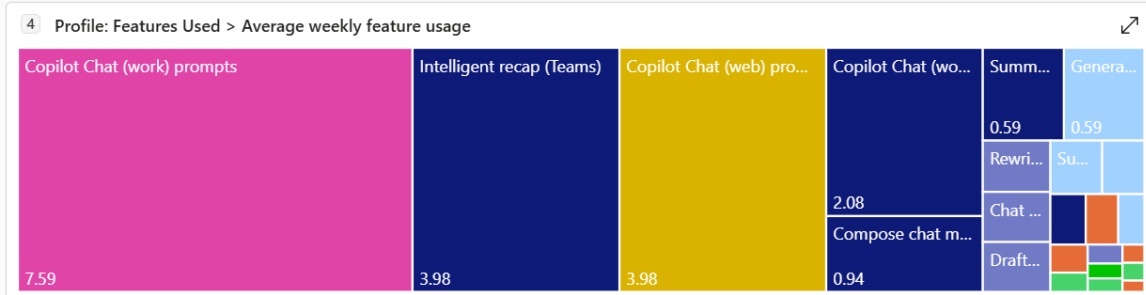
Copilot usage has shown steady growth over the observed period, with weekly actions rising from 18.04 in late October 2024 to a peak of 29.14 in mid-March 2025, before stabilizing in the mid-20s by April 2025. Copilot assisted hours followed a similar trend, reaching a cumulative total of 73,041 hours, with notable dips during late December, likely due to holiday periods [1](#) [2](#) [3](#).





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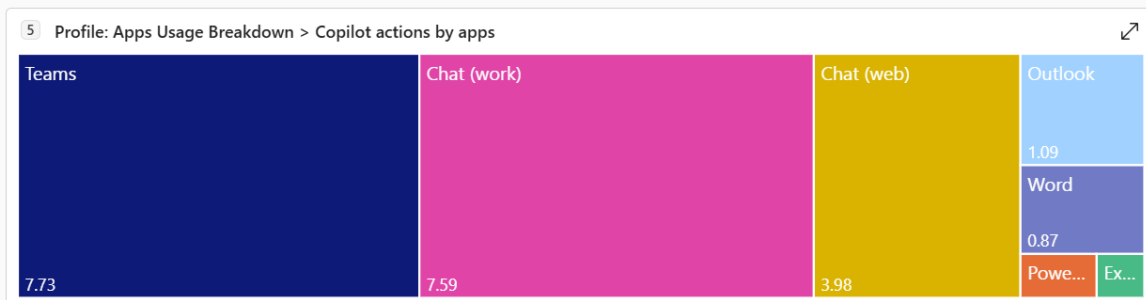
 View in report


Feature adoption is broad, with the most frequently used features being Copilot chat (work) prompts, Intelligent recap in Teams, and Copilot Chat (web) prompts. Teams and Chat (work) are the most utilized apps, each averaging over 7 actions weekly per user, while Excel and PowerPoint see lower engagement [4](#) [5](#).




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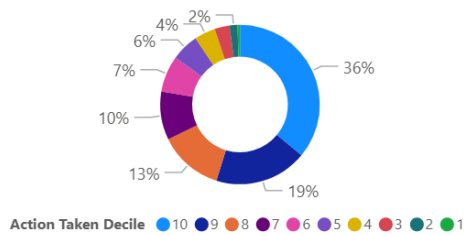


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Organizationally, Cloud Solution Architecture, Solution Area Specialists, and Technology Specialists account for the highest total Copilot usage. The top decile of users (Super Usage) averages 73.37 weekly actions and 4.68 assisted hours, indicating a significant concentration of activity among power users [6](#) [7](#) [8](#).

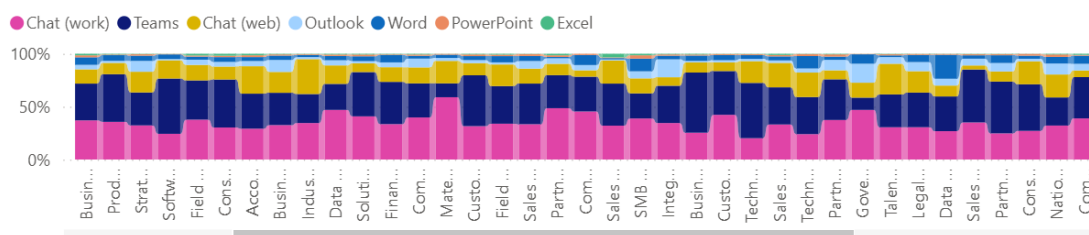
8 Profile: Distribution > Share of Copilot assisted hours by decile



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6 Profile: Organizational Usage Breakdown > Total Copilot usage by Organization (Aggregated)



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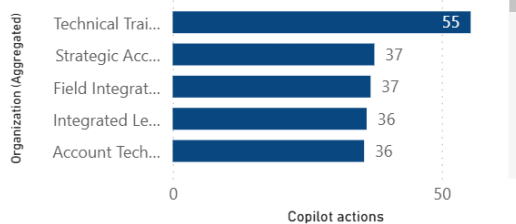
View in report

Break down Copilot usage by department and function. Highlight which teams are leading or lagging in adoption and suggest reasons why

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Departments leading in Copilot adoption, based on average weekly actions per user, include Technical Training, Strategic Account Technology, Field Integrated Marketing, Integrated Learning, and Account Technology, all with averages above 35 actions per user per week. These teams are relatively small in user count but demonstrate high engagement, suggesting focused or specialized use cases [1](#) [2](#).

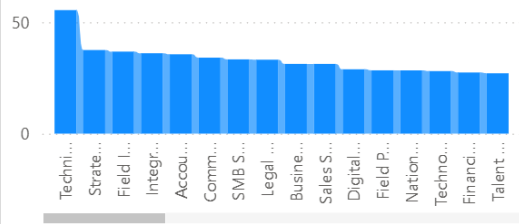
1 (Appendix) Adoption: Average Actions Across Groups > ...



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2 Profile: Organizational Usage Breakdown > Weekly Copil...



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View in report



Large technical organizations such as Solution Area Specialists, Cloud Solution Architecture, Technology Specialists, and Customer Success Account Management have high total usage and user counts, but their average actions per user are lower (typically in the low-to-mid 20s), indicating broader but less intense adoption <sup>3</sup> <sup>2</sup> .

3 Profile: Organizational Usage Breakdown > Weekly Copilot Actions, User Count and Total Actions by Organization (Aggregated)

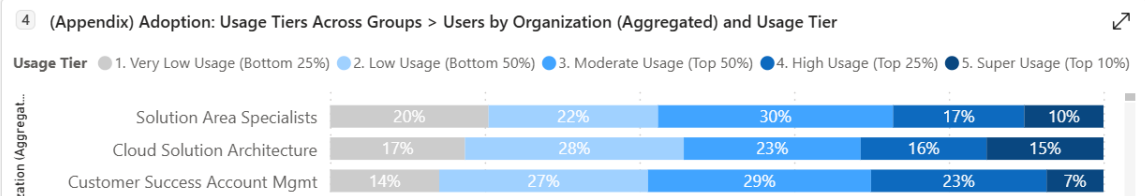
Organization (Aggregated)	Weekly Copilot Actions	User Count	Total Actions
Legal Counsel	33	8	5,902
Business Management	31	13	9,976
Sales Strategy Enablement	31	10	6,535
Digital Cloud Solution Architecture	29	5	3,462
Total	22	2,325	1,193,411

Explore answer

View in report

Functions lagging in adoption include Software Engineering, Data Center Technicians, Channel Marketing, Advertising Account Management, and Business Development, all with averages below 11 actions per user per week. These groups may have workflows less aligned with Copilot's current capabilities or face adoption barriers <sup>1</sup> .

Usage tier analysis shows that high-adoption teams have a greater proportion of users in the "High Usage" and "Super Usage" tiers, while lagging teams have most users in "Very Low" or "Low Usage" tiers <sup>4</sup> .



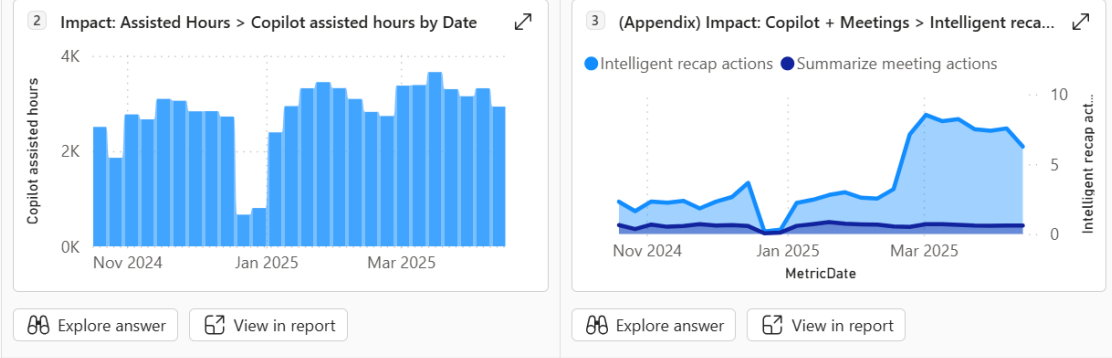
Identify any notable trends in Copilot usage over time. What might explain spikes or drops in engagement? Include possible causes like training, licensing, or seasonal factors.

Copilot

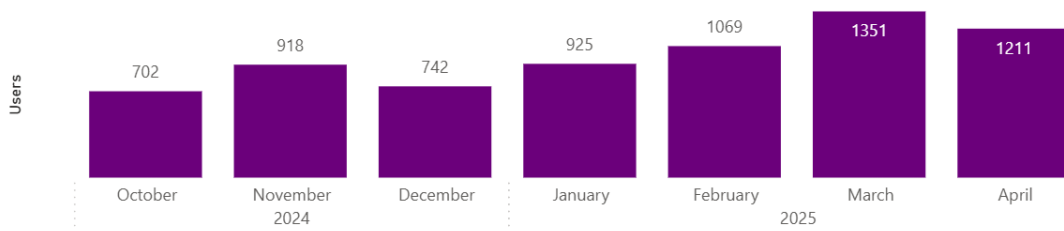
AI-generated content may be incorrect

Copilot usage shows a clear upward trend from October 2024 through April 2025, with several notable patterns:

- There is a significant drop in Copilot actions and assisted hours during late December 2024, coinciding with the holiday period. Weekly actions fall from over 20 to around 7, and assisted hours drop sharply, indicating seasonal impact <sup>1</sup> <sup>2</sup> .
- Usage rebounds strongly in January 2025 and continues to climb, peaking in March 2025 with weekly actions reaching nearly 29 and assisted hours exceeding 3,600 per week <sup>1</sup> <sup>2</sup> .
- March 2025 also sees a spike in Intelligent recap and Teams usage, suggesting possible training, feature launches, or organizational initiatives during this period <sup>3</sup> <sup>4</sup> .
- After the March peak, usage stabilizes at a high level, with only a slight decline in April, which may reflect post-initiative normalization or minor seasonal effects <sup>1</sup> .
- The number of users with high monthly action averages also grows steadily, peaking in March and remaining elevated in April, indicating successful habit formation and adoption <sup>5</sup> .



5 Journey: Velocity of Habit Formation > Number of users with a monthly action average greater than selected threshold



Explore answer

View in report

Possible causes for these trends include:

- Seasonal factors (e.g., holidays) causing temporary drops in engagement.
- Organizational training, enablement, or new feature rollouts driving spikes, especially in March.
- Licensing or onboarding waves may also contribute to increases in active users and actions following low periods.

Overall, Copilot engagement is increasing, with temporary dips explained by predictable seasonal patterns and spikes likely tied to organizational initiatives or product enhancements.

Based on this data, recommend specific actions to improve Copilot adoption and value. Include ideas for training, enablement, and engagement strategies.



Copilot AI-generated content may be incorrect

Based on the data and observed trends, here are targeted recommendations to improve Copilot adoption and value across your organization:

1. Training & Enablement
  - Launch targeted training sessions for departments with low adoption (e.g., Software Engineering, Channel Marketing). Focus on practical, role-specific Copilot use cases.
  - Offer advanced workshops for high-adoption teams to deepen their expertise and encourage them to mentor peers.
  - Create short, on-demand video tutorials highlighting underused features in Excel and PowerPoint, addressing common barriers to adoption.
2. Peer-Led Engagement
  - Identify and empower Copilot "champions" from leading teams (e.g., Technical Training, Strategic Account Technology) to share best practices and success stories.
  - Facilitate regular user group meetings or "lunch & learn" sessions where power users demonstrate real workflows and answer questions.
3. Communication & Awareness
  - Share monthly adoption dashboards and success metrics organization-wide to build momentum and transparency.
  - Highlight top features (e.g., chat, meeting recap) and new capabilities in newsletters or intranet updates.
  - Recognize and reward departments or individuals showing the most improvement or innovative Copilot use.
4. Incentives & Gamification
  - Set progressive usage targets (e.g., actions per week) and celebrate milestones with recognition or small rewards.
  - Run friendly competitions between departments or teams to encourage broader engagement.
5. Tailored Support
  - Offer "office hours" or drop-in clinics for hands-on help, especially after major product updates or training events.
  - Provide quick-reference guides and FAQs addressing common questions or misconceptions.
6. Feedback & Continuous Improvement
  - Regularly survey users, especially in lagging teams, to identify barriers and collect suggestions for improvement.

Summarize the top 3 insights from this report and suggest next steps for leadership. Format as bullet points



**Copilot** AI-generated content may be incorrect

Top 3 Insights from the Superusage v26 Report

- Copilot adoption and engagement are rising steadily, with notable peaks following organizational initiatives and temporary dips during holiday periods.  
Next step: Leadership should sustain momentum by aligning enablement and communication efforts with business cycles and major product updates.
- Technical and specialized teams (e.g., Technical Training, Strategic Account Technology) lead in Copilot usage, while larger or operational departments lag behind.  
Next step: Empower high-adoption teams to act as internal champions and provide targeted training and support to lower-adoption groups.
- Power users drive a significant share of overall Copilot value, but broader engagement is increasing as more users adopt multiple apps and features.  
Next step: Recognize and incentivize power users, set progressive adoption targets, and promote cross-department knowledge sharing to accelerate organization-wide value realization.



What questions should we ask our teams to better understand the usage trends shown in this report.



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To better understand the usage trends in the Superusage v26 report, consider asking your teams the following questions:

- What specific Copilot features or apps do you find most valuable in your daily work, and why?
- Are there any Copilot features or apps you rarely use? If so, what are the main barriers or reasons?
- How well do you feel you understand Copilot's capabilities and how it can support your role?
- Have you received enough training or support to use Copilot effectively? What additional resources would help?
- Are there tasks or workflows where you wish Copilot could provide more assistance?
- What factors contributed to any recent increases or decreases in your Copilot usage (e.g., training, new features, workload changes)?
- How do you typically learn about new Copilot features or updates?
- What would make you more likely to use Copilot regularly?
- For teams with high adoption: What best practices or tips can you share with other departments?
- For teams with lower adoption: What challenges or concerns do you have about using Copilot?

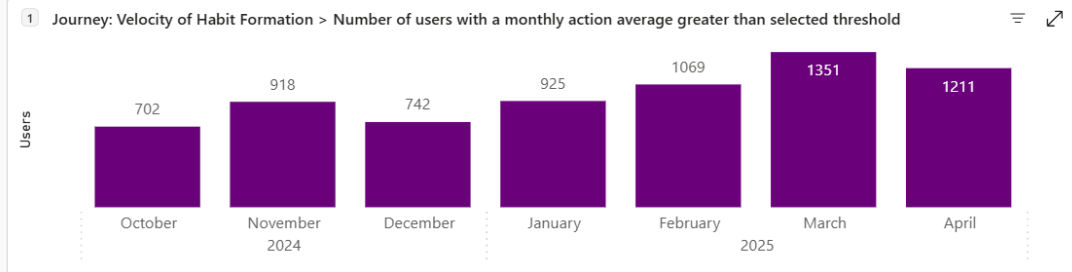
These questions will help uncover both the drivers and barriers to Copilot adoption, guiding targeted actions to increase value and engagement.



Identify users who crossed the habit threshold. What actions contributed most to their transition?

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The number of users with a monthly average above the habit threshold (15.06 actions) increased from 702 in October 2024 to a peak of 1,351 in March 2025, before settling at 1,211 in April 2025, indicating a significant cohort crossed the habit threshold during this period <sup>1</sup>.

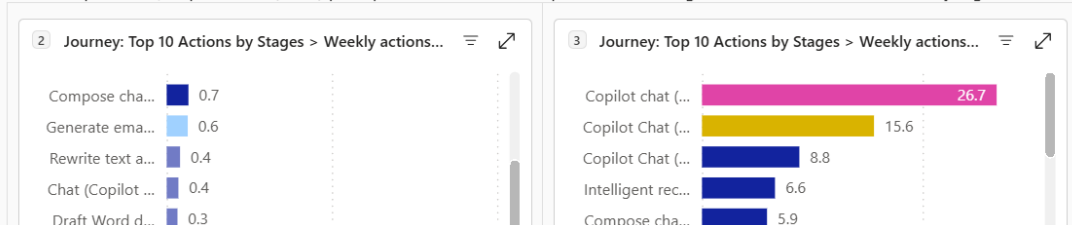


Explore answer

View in report

The actions that contributed most to this transition were:

- Copilot chat (work) prompts submitted, which had the highest weekly actions among both high and super usage tiers.
- Intelligent recap actions taken and Copilot Chat (web) prompts, which were also among the top contributors.
- For super users, Copilot Chat (work) prompts in Teams and Compose chat message actions in Teams were notably high <sup>2</sup> <sup>3</sup>.



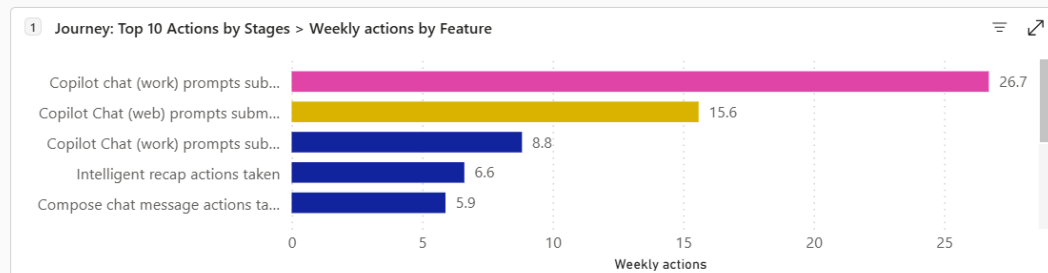
Show the top 10% of users by Copilot actions. What features do they use most consistently?

**Copilot** AI-generated content may be incorrect

The top 10% of users by Copilot actions most consistently use the following features:

- Copilot chat (work) prompts submitted
- Copilot Chat (web) prompts submitted
- Copilot Chat (work) prompts submitted in Teams
- Intelligent recap actions taken
- Compose chat message actions taken using Copilot in Teams

These features have the highest weekly action counts among super users, with Copilot chat (work) prompts submitted being the most frequently used <sup>1</sup>.



Explore answer

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