

NEXT LEVEL REPORTING

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# The Power of AI in BI





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# AI-POWERED ANALYTICS (POWER BI)



## AI support for visuals and measures

### AI supported Visuals:

- Key Influencers Visual
- Decomposition Tree
- Q&A Visual
- Quick Insights
- Smart Narrative Visual

### Extended analysis functions in visuals:

- Forecasting
- Anomaly Detection
- Trend Analysis
- Cluster Analysis
- Time Series Analysis

### Measures and definition:

- DAX-Queries
- Description semantic modell measures

## Copilot in Power BI Service

**Copilot in Power BI** supports users in the automatic creation and analysis of reports.

**Generate reports:** Automatically generate reports based on the given data.

### Explain pages:

Detailed explanations of the content and findings on the report pages.

## AI Insights in Power BI (Power Query)

**Cognitive services** help by enabling advanced analytics, such as sentiment analysis of text data, image and text recognition, etc.

**Score sentiment analysis:** analyzes the sentiment in text data, e.g. from customer reviews.

**Key phrases:** automatically extracts the most important terms and phrases from text data to quickly identify key topics and content.

**Language detection:** identifies and determines the language of text data, making it easier to analyze and process multilingual data sets.

**Vision:** AI-supported analysis and recognition of visual content in images, including object recognition, text extraction and image description.

# AI-POWERED ANALYTICS (POWER BI)



## Examples



Information workers

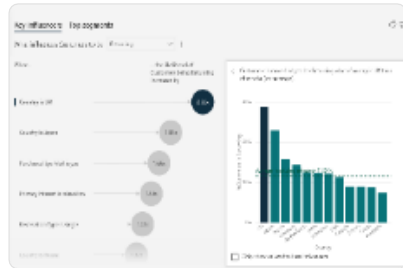


Business analysts



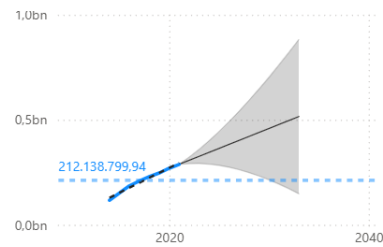
Data scientists

### AI supported visuals



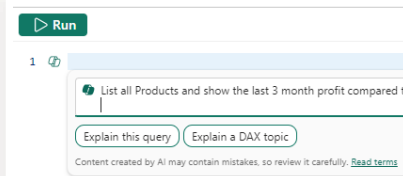
Key Influencer Visual

### Extended Analysis



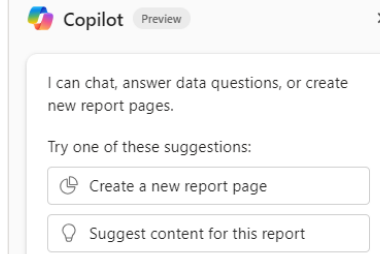
Explore predictions

### Measures & Definitions



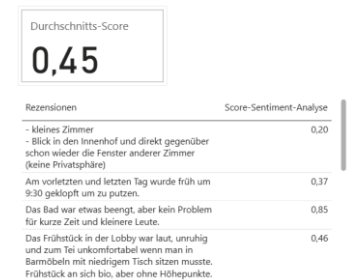
DAX generator

### Copilot



Generate pages

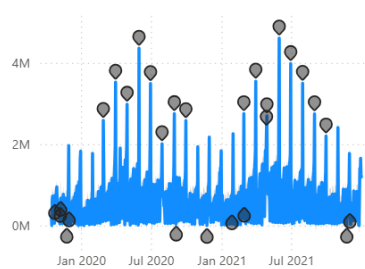
### AI Insights (Power Query)



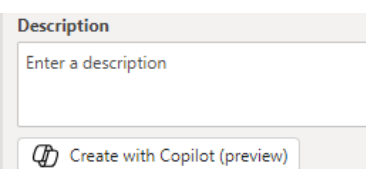
Sentiment analysis



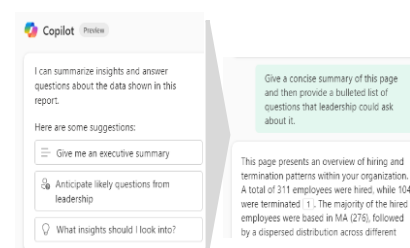
Root cause analysis



Anomaly detection



Measure description



Explain results

Extract key phrases.KeyPhrase	Count of Extract key phrases.KeyPhrase
Gepäck	2
Klimaanlage	2
Zimmer	2
Frühstück	2
Zimmer	2
Anweisungen	1
Ausfahrt	1
Bad	1
Barmöbeln	1
bio	1
Blick	1
Dame	1
Dampf	1

Key phrase extraction