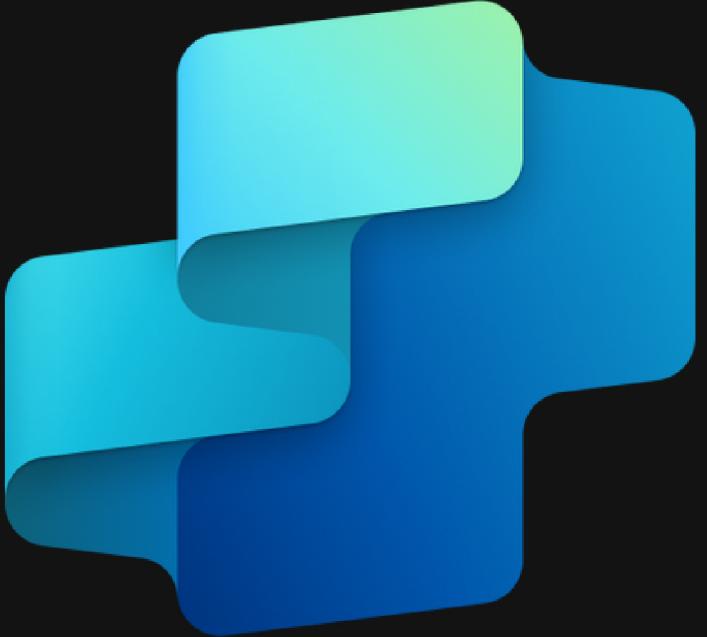


- 28 -

Mastering Advanced Telemetry Techniques



MONTHLY MASTERY

FEATURE-A-DAY

with Copilot Studio



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Katerina Chernevskaya



Tapping into Telemetry Enhancing Copilot Insights

Telemetry is your copilot's **diary**, jotting down all sorts of interesting tidbits.

It's like having a behind-the-scenes look at:

Chatty Bot Logs

Keep tabs on all those messages and events your copilot sends and receives.



Topic Tracking

Find out which topics are popping up during user chats.

Customized Insight Scoops

Go beyond the basics and send your own custom telemetry events right from your topics. It's like your copilot sending you postcards from its journey through chats!



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Application Insights Connect with Copilot

Give your Copilot a high-tech health monitor. by linking to [Application Insights](#).

Here's how to get your copilot connected and buzzing with insightful data:

1. Head over to the [Copilot details](#) page under [Settings](#).
2. Switch gears to the [Advanced](#) tab. This is where the magic happens.
3. In the [Application Insights](#) section, enter your Connection string.

Copilot details

General Advanced

Application Insights

Automatically send telemetry for your copilot into an Application Insights resource. You can also log custom telemetry events from within your topics. [Learn more](#)

Connection string

Provide the connection string for your Application Insights resource.

```
.....
```



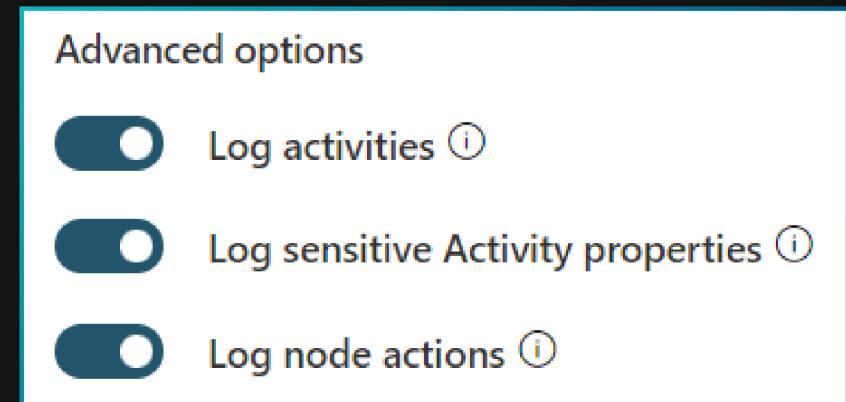
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Application Insights Connect with Copilot

4. Customize Your Logs:

- **Log Activities**: Turn this on to keep a log of all the chitter-chatter (incoming/outgoing messages and events) your copilot is doing.
- **Log Sensitive Activity properties**: Enable this to capture the finer details in your logs, like user IDs and names, and even the `text` and `speak` properties of messages.
- **Track node action**: Record every move your copilot makes within a conversation.

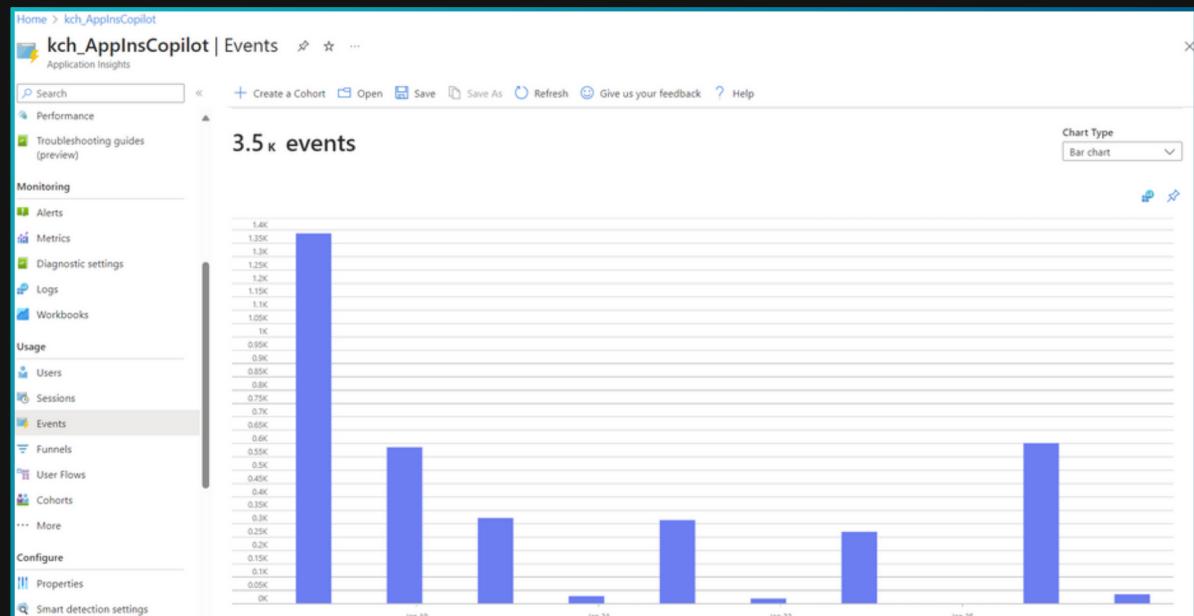


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Application Insights Telemetry Analysis

Now that your copilot is chit-chatting with Application Insights, it's time to turn those interactions into a goldmine of data. Telemetry data gets logged **whenever** users, including you during testing in Microsoft Copilot Studio, engage with your copilot. To start your data detective work, head over to the **Events** section of your Application Insights resource in Azure.



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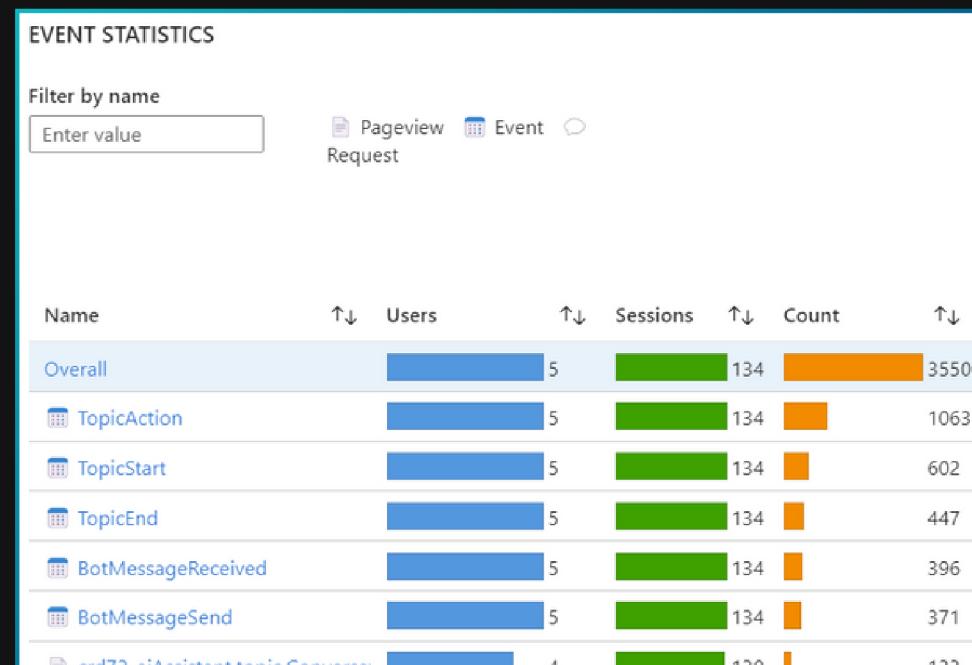


Application Insights Telemetry Analysis

The Event page serves as a leaderboard for your copilot's activities, **breaking down** each event by its frequency and user engagement.

Each event provides a **snapshot** of how users are interacting with your copilot, from starting a conversation to receiving messages. The bars give you a quick visual **comparison**, while

the actual numbers offer concrete data for **deeper analysis**.



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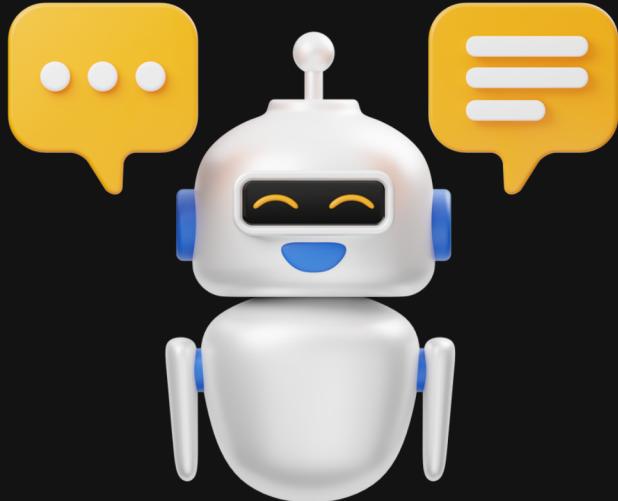


Application Insights

Customizing Telemetry

Ready to dive a bit deeper into the world of bot telemetry?

Let's get hands-on and set up some **custom** telemetry for your topics in Copilot Studio. It's like giving your copilot its own unique voice in the data world.



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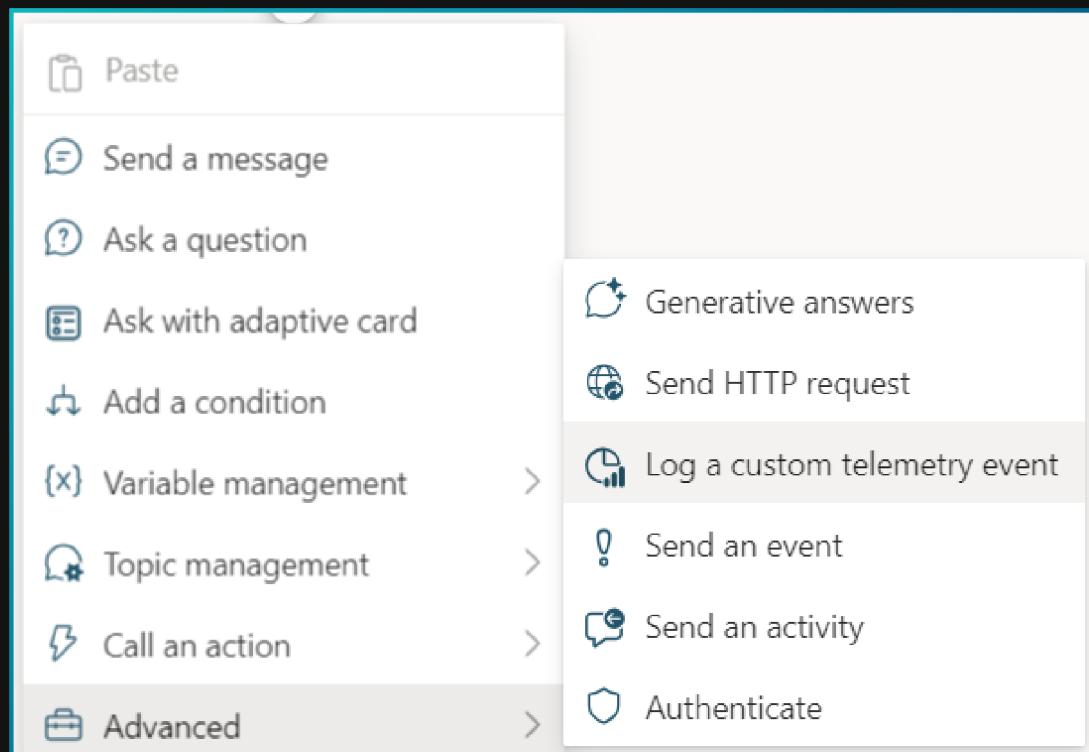


Application Insights

Customizing Telemetry

Here's how to make it happen:

1. Start by selecting the [topic](#) you want to enhance with custom telemetry.
2. Add a New Node [Log a custom telemetry event](#) from Advanced category.



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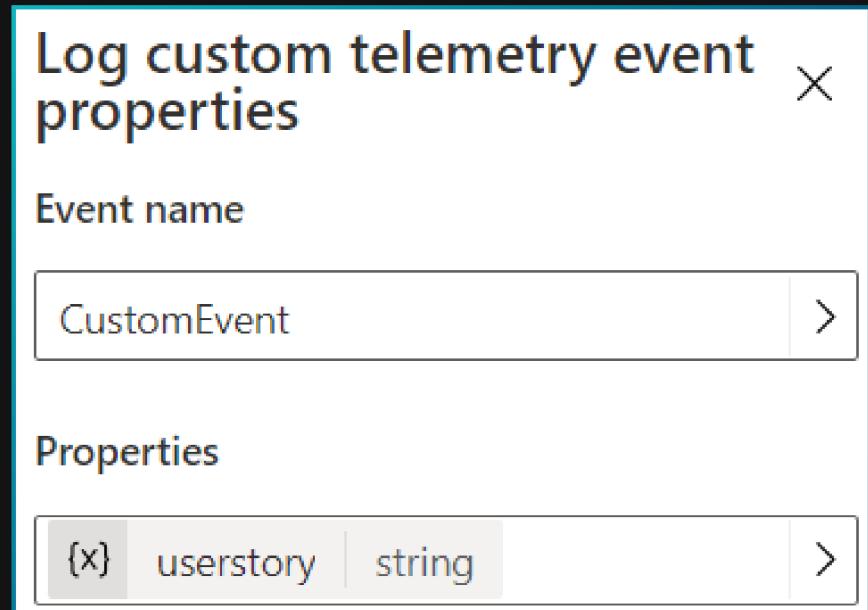


Application Insights

Customizing Telemetry

3. Open node's **Properties** and sprinkle in the details – give your custom telemetry a **Event name** and provide the **Properties**.

You can use **variables** and **Power Fx** expressions to configure custom telemetry.



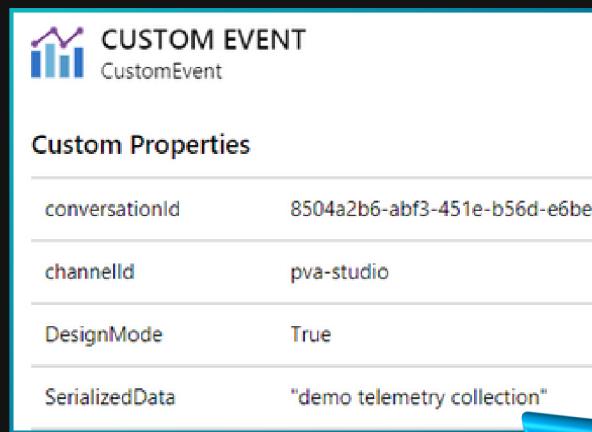
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Application Insights

Customizing Telemetry

Whether it's you or your users interacting with the topic, **each run** will now send this custom event soaring into the Application Insights page.



The screenshot shows the 'Test copilot' interface. On the left, a chat window shows a conversation between a user and an AI assistant. The user asks 'Hello, I'm AI Assistant, a virtual assistant. Just so you are aware, I sometimes use AI to answer your questions. If you provided a website during creation, try asking me about it! Next try giving me some more knowledge by setting up generative AI.' The AI responds with 'Hello, I'm AI Assistant, a virtual assistant. Just so you are aware, I sometimes use AI to answer your questions. If you provided a website during creation, try asking me about it! Next try giving me some more knowledge by setting up generative AI.' Below the chat is a 'telemetry' button. On the right, the 'Edit with Copilot' pane is open, showing the configuration of a 'Trigger' step. The 'Phrases' field contains 'telemetry'. The 'Question' step below it has the text 'Tell me something 😊' and an 'Identify' section set to 'User's entire response'. The final step is 'Log custom telemetry event'.

By adding these personalized touches to your telemetry, you're not just tracking data; you're weaving a **richer** story about how your bot **interacts** and **engages**.



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Application Insights

Customizing Telemetry

And there is something more!

Navigate to the [Logs](#) page and use [Kusto queries](#) to catch the insights you need. You can start with something as straightforward as pulling all data to see the [custom telemetry events](#) from Microsoft Copilot Studio.

A screenshot of the Application Insights Logs page. On the left, a modal window displays a Kusto query:

```
1 let queryStartDate = ago(14d);
2 let queryEndDate = now();
3 let groupByInterval = 1d;
4 customEvents
5 | where timestamp > queryStartDate
6 | where timestamp < queryEndDate
```

An orange arrow points from the bottom right of this modal towards the results table on the right. The results table has two tabs: "Results" (selected) and "Chart". It shows a single row of data:

timestamp [UTC]	name	itemType
1/27/2024, 4:04:25.275 PM	TopicEnd	customEvent

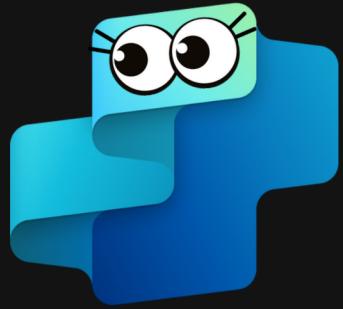
The "Results" tab also displays the raw JSON data for the event:

```
timestamp: 2024-01-27T16:04:25.272108Z
name: CustomEvent
itemType: customEvent
customDimensions: {"conversationId": "8504a2b6-abf3-451e-b56d-e6be3cf54"}
DesignMode: True
SerializedData: "demo telemetry collection"
channelId: pva-studio
conversationId: 8504a2b6-abf3-451e-b56d-e6be3cf54
```



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Today's Task: Enhancing Your Copilot with Custom Telemetry

1. Connect Copilot to Application Insights

Begin by integrating your Microsoft Copilot Studio with Application Insights.

2. Implement Custom Telemetry

Dive into a specific topic in Copilot Studio and add a custom telemetry node, configure it.

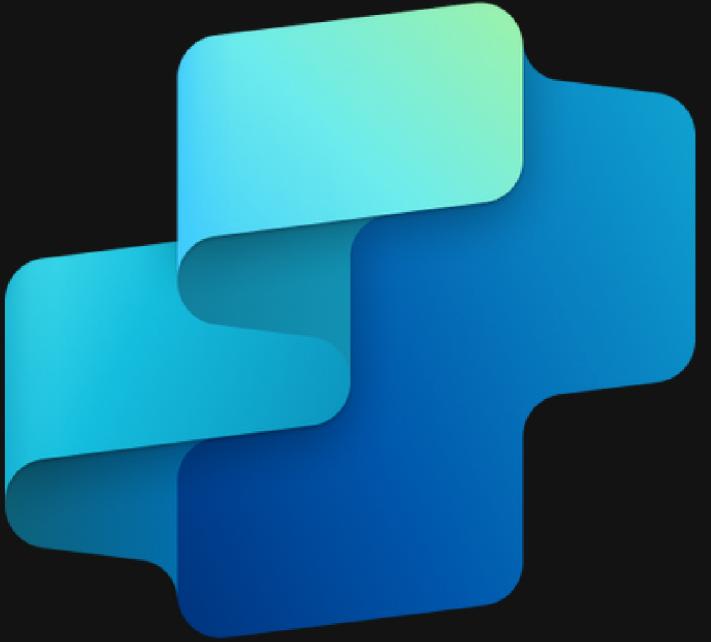
3. Test and Track

Put your setup to the test. Run the topic, and then head over to the Application Insights page. Observe how your custom telemetry data is captured and reflected, giving you richer insights into your copilot's performance.



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