



DRIVING ALERTS AND ACTIONS ON YOUR DATA

LARS ANDERSEN & JAMES HUTTON
MICROSOFT



Agenda

- About us
- How to make data more actionable
- What is Data Activator

About James



- Product Manager on the Data Activator team
- Joined Microsoft 2 years ago
- Based in London

About Lars



- Joined Microsoft in January 2014
- 7.5 years at Microsoft Denmark
- Part of Fabric (Power BI) CAT since September 2021

How to make data more actionable

How do you use data today?

Excel

Financial Sample - View-only

Search (Alt + Q)

FileHomeInsertDrawPage LayoutFormulasDataReviewViewHelpTable Design

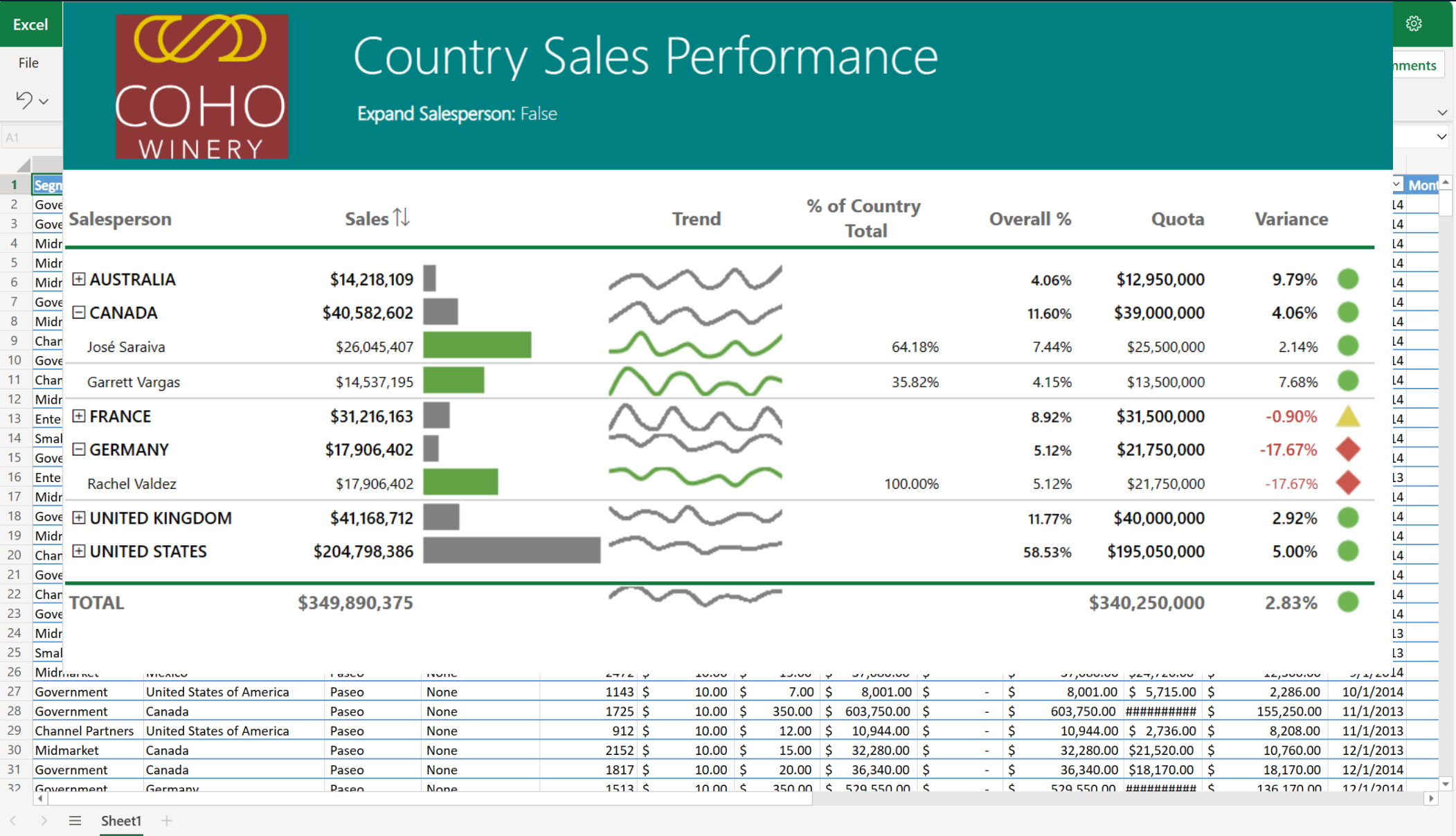
ViewingEdit a copyComments

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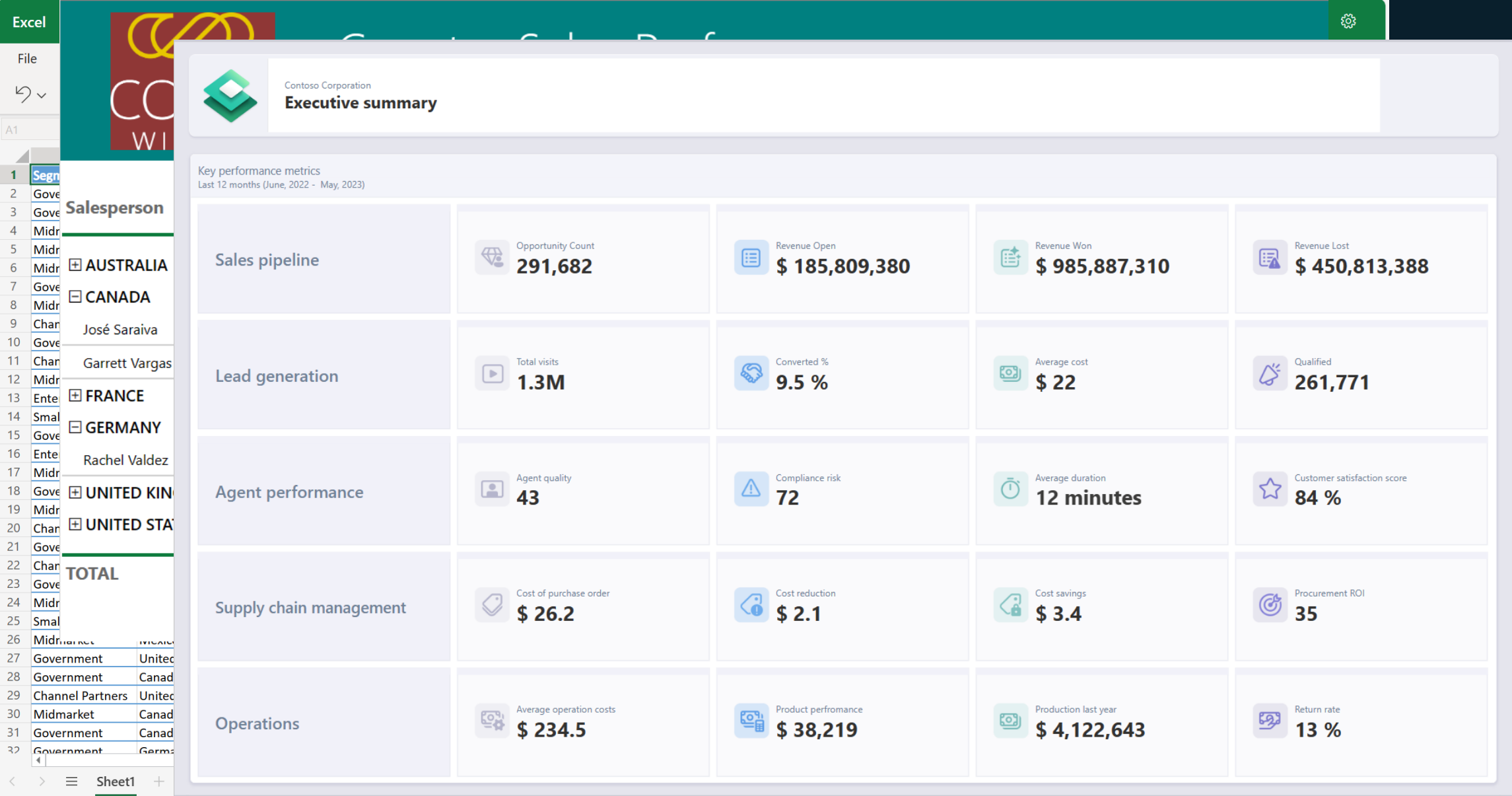
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How do you use data today?



How do you use data today?



How do you use data today?

Excel

File

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Sheet1

CO

WI

Salesperson

AUSTRALIA

CANADA

José Saraiva

Garrett Vargas

FRANCE

GERMANY

Rachel Valdez

UNITED KINGDOM

UNITED STATES

TOTAL

Title 0

Sales pipeline

Opportunity Count

291,682

Revenue Open

\$ 185,809,380

Revenue Won

\$ 985,887,310

Revenue Lost

\$ 450,813,388

Key performance indicators

Last 12 months (Jul 2022 - Jun 2023)

Sales pipeline

Lead generation

Agent performance

Supply chain

Operational efficiency

Revenue by Status

Last three years (2021-2023)

● Lost ● Open ● Won

\$0.19bn (12.04%)

\$0.19bn (12.04%)

\$1.17bn (75.92%)

Revenue by Year, Month and Status

● Lost ● Open ● Won

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

2021

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

2022

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

2023

Revenue Open by State or Province

California 4.4M

Texas 4.3M

Florida 2.7M

New York 1.9M

Virginia 1.5M

Ohio 1.4M

Georgia 1.1M

Owner Name	Opportunity Count	Revenue Open	Revenue Won	Revenue Lost
Anthony Ivanov	15,042	9,918,050	51,131,944	22,029,265.09
Caleb Foster	10,524	6,139,558	34,033,828	17,001,900.38
Contoso Sales Owner Team	246	7,581	799,544	464,210.06
Cora Thomas	15,809	11,520,456	47,012,087	26,282,401.40
Corey Gray	19,971	12,168,474	71,378,834	29,165,241.49
Eric Solomon	19,087	13,339,342	60,496,249	33,232,484.44
Joseph Price	16,217	11,564,705	53,813,578	25,079,788.74
Juan Morgan	12,222	7,488,261	42,145,062	19,429,766.24
Kiana Anderson	16,420	10,050,128	56,748,145	24,172,374.25
Total	291,682	185,809,380	985,887,310	450,813,387.53

Explore

Take actions

Narrative

82% ↗

Won opportunities in the last 3 months.

Won had the highest Revenue at 1,171,696,689.81, followed by Lost and Open, which tied for second at 185,809,379.88.

At 4,352,229, California had the highest Revenue Open and was 1,730,339.66% higher than Balzers, which had the lowest Revenue Open at 252.

Across all 329 State or Province, Revenue Open ranged from 252 to 4,352,229.

Q&A

Ask a question about your data

Try one of these to get started

top countries by average revenue won

top countries by opportunities lost

top countries by opportunities open

show me opportunity count for the last week

show me close % for the last week

Show all suggestions

How do you use data today?



Manage alerts

+ Add alert rule

Revenue alert

Active ☒ On

Alert title: Revenue alert

Set alerts rule for: Revenue Open 2

Condition: Above Threshold: 1000000

Maximum notification frequency: ☒ At most every 24 hours ☐ At most once an hour

Alerts are only sent if your data changes.

By default, you'll receive notifications on the service in the notification center.

☒ Send me email, too

[Use Microsoft Power Automate to trigger additional actions](#)

Save and close Cancel



Driving actions from your data

 Monitor

 Detect

 Act

Driving actions from your data

	A	B	C	D	E	F
1	Segment	Country	Product	Discount Band	Units Sold	Manufacturing
2	Government	Canada	Carretera	None	1618.5	\$ 3.00
3	Government	Germany	Carretera	None	1321	\$ 3.00
4	Midmarket	France	Carretera	None	2178	\$ 3.00
5	Midmarket	Germany	Carretera	None	888	\$ 3.00
6	Midmarket	Mexico	Carretera	None	2470	\$ 3.00
7	Government	Germany	Carretera	None	1513	\$ 3.00
8	Midmarket	Germany	Montana	None	921	\$ 5.00
9	Channel Partners	Canada	Montana	None	2518	\$ 5.00
10	Government	France	Montana	None		5.00
11	Channel Partners	Germany	Montana	None		
12	Midmarket	Mexico	Montana	None		
13	Enterprise	Canada	Montana	None		
14	Small Business	Mexico	Montana	None		
15	Government	Germany	Montana	None	2146	\$ 5.00
16	Enterprise	Canada	Montana	None	345	\$ 5.00
17	Midmarket	United States of America	Montana	None	615	\$ 5.00
18	Government	Canada	Paseo	None	292	\$ 10.00
19	Midmarket	Mexico	Paseo	None	974	\$ 10.00
20	Channel Partners	Canada	Paseo	None	2518	\$ 10.00
21	Government	Germany	Paseo	None	1006	\$ 10.00

Units Sold is lower than expected - do something!!!

Examples

Finance: request payment for overdue invoices

Manufacturing: if a shipment is delayed, warn the recipient

Retail: if freezer temperature is too high, warn me

How do you drive actions from your data?

Manual



Staff diverted
Hard to scale
Hard to keep consistent

Code



Lack of agility
Expensive
Hard for IT to scale

No-code

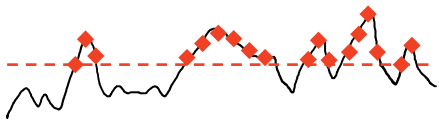


Empowered experts
Fast iteration
Every department

More examples

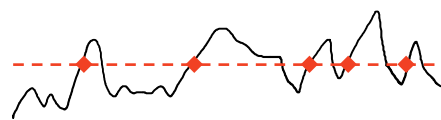
**Greater than
a threshold**

"Alert me when the
temperature exceeds 32F."



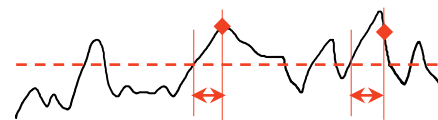
**Crosses above
a threshold**

"Trigger an alert when the
temperature becomes more
than 32F."



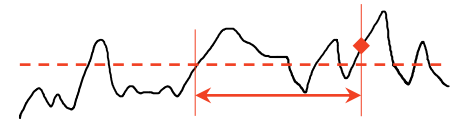
**Crosses above and
stays above**

"File a ticket upon any
freezer crossing and staying
above 32F for 15 minutes."



**Crosses above 3 times
in an hour**

"File a ticket whenever any
freezer exceeds 32F three
times in an hour."



What is Data Activator?





Microsoft Fabric

The data platform for the era of AI



Data
Factory



Synapse Data
Engineering



Synapse Data
Science



Synapse Data
Warehousing



Synapse Real
Time Analytics



Power BI



Data
Activator



OneLake



Microsoft Fabric

The data platform for the era of AI



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Synapse Real
Time Analytics



Power BI



Data
Activator



OneLake

How can we get to no-code actions?

SYSTEMS OF
INTELLIGENCE



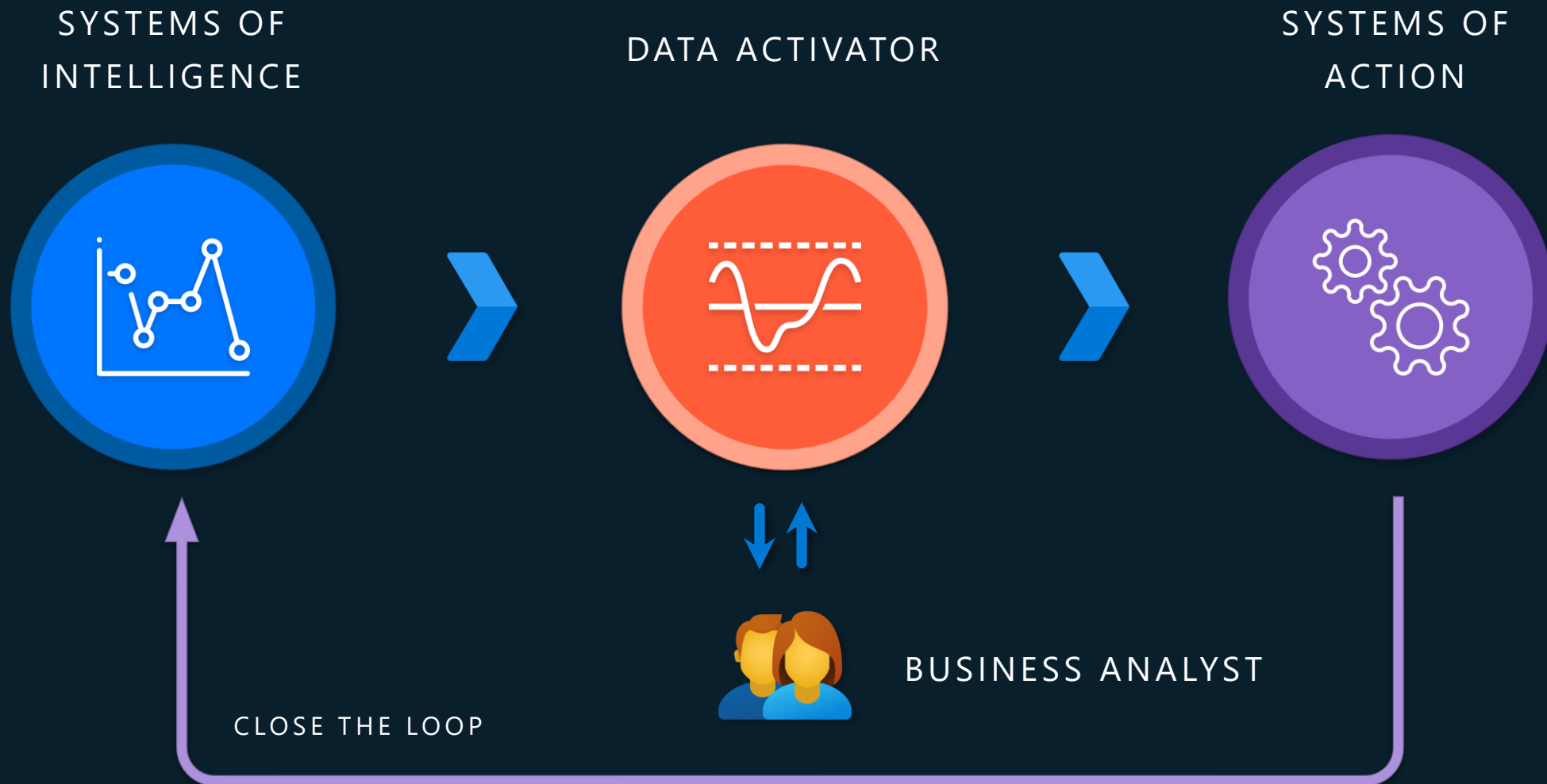
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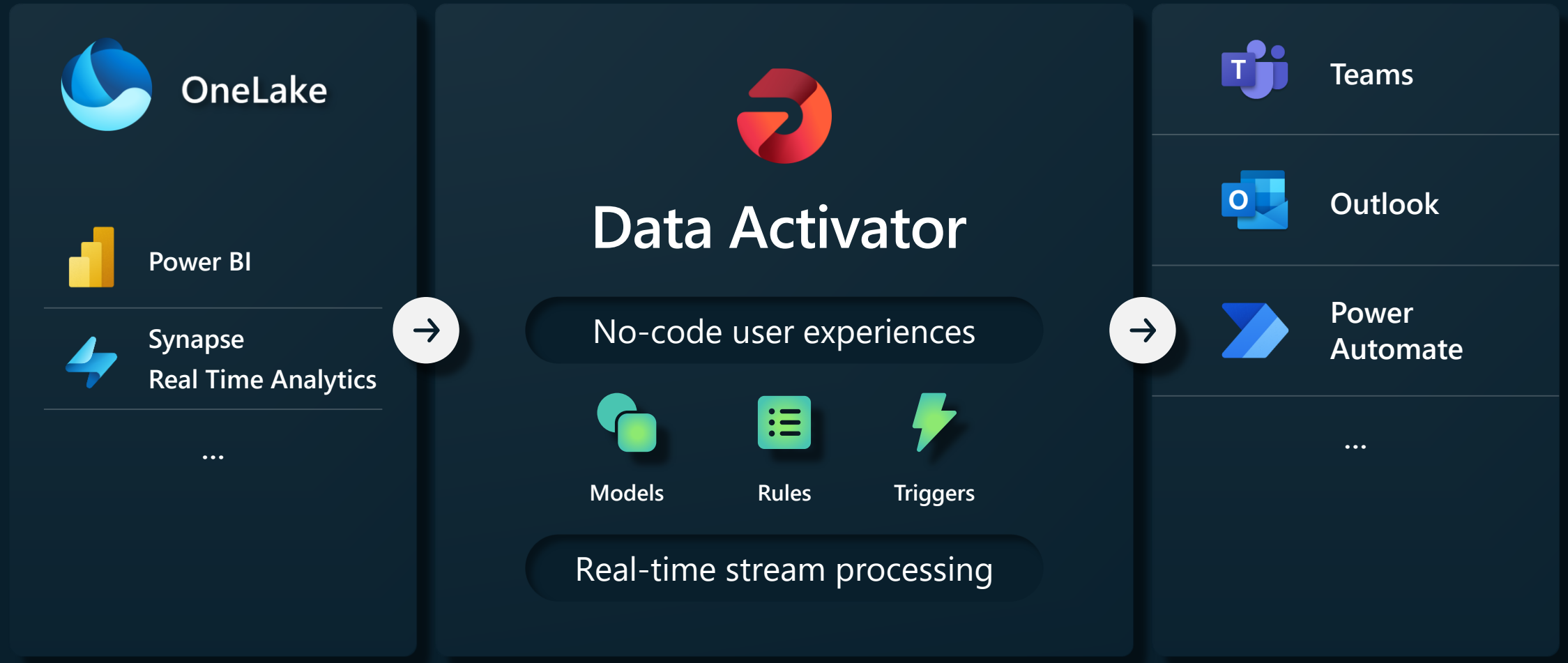
SYSTEMS OF
ACTION



Envisaging a new Solution: Data Activator



Trigger actions on all your data, from one place



Demo Scenario: London Bicycle Hire



- 800 docking stations with bikes to hire
- API to stream data into Fabric

Demo: Streaming data

- Use real-time data from docking station API
- Monitor docking stations across London
- Alert if docking station has too few bikes, or too many

Demo: Power BI report

- Create alert from Power BI visual
- Alert is number of occupancy percent is below a threshold
- Setup email notifications

Demo: Power Automate

- Create custom action using Power Automate

Key points

- Drive automatic actions from your data
- Define complex alert conditions without writing code
- Connect to Eventstreams & Power BI
- Drive actions in email, Teams and from Power Automate flows

Next steps

- [Announcing the Data Activator public preview](#)
- <https://blog.fabric.microsoft.com>
- <https://community.fabric.microsoft.com>

Evaluation – <https://sqlb.it/?12722>

