



# DRIVING ALERTS AND ACTIONS ON YOUR DATA

LARS ANDERSEN  
MICROSOFT





# 16 edycja konferencji SQLDay

13-15 maja 2024, WROCŁAW + ONLINE



partner platynowy

# lingaro

partner złoty



V O L V O



partner srebrny



# Agenda

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

# About Lars



- Worked with data since 1999
- 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

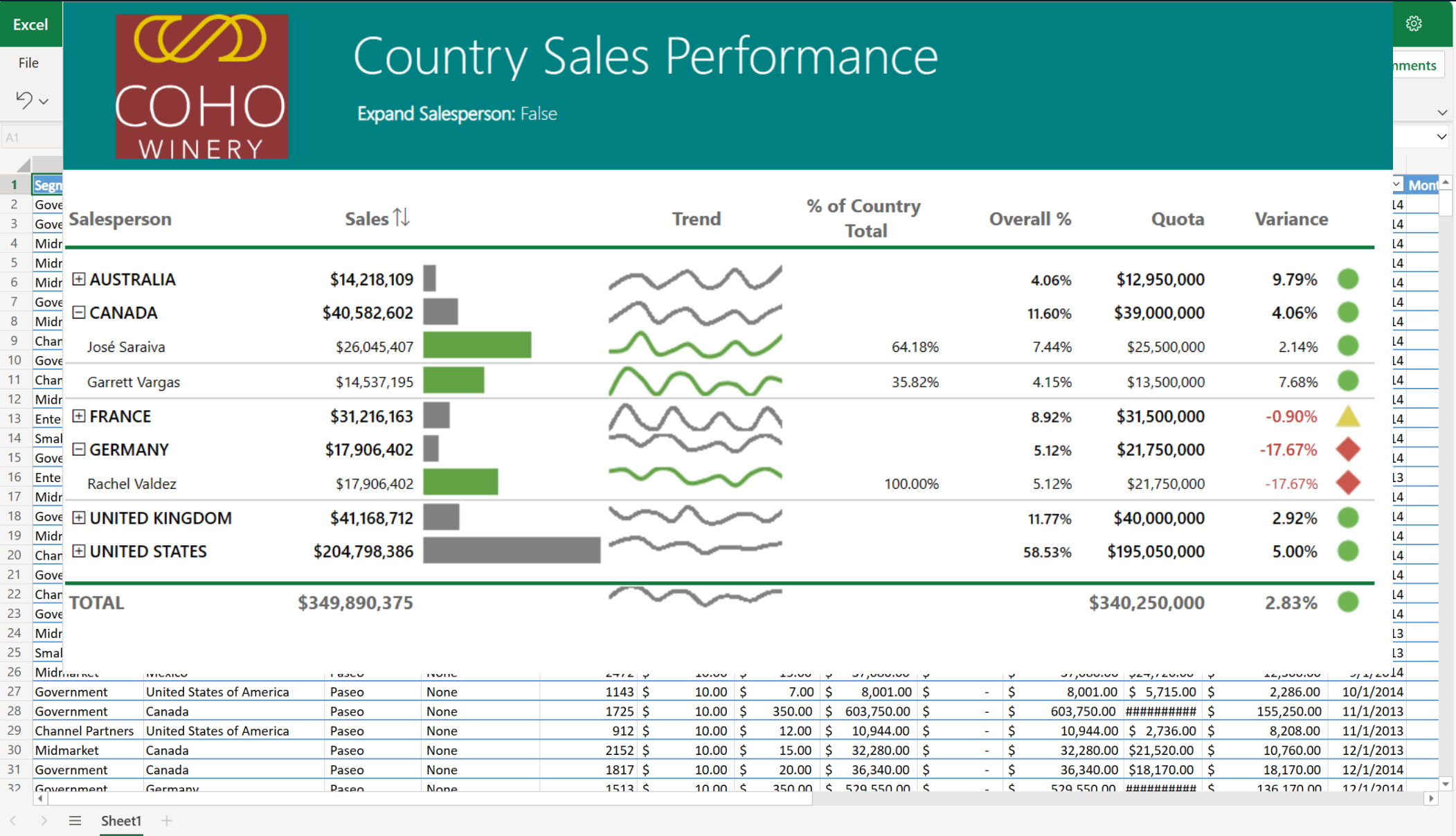
12

B

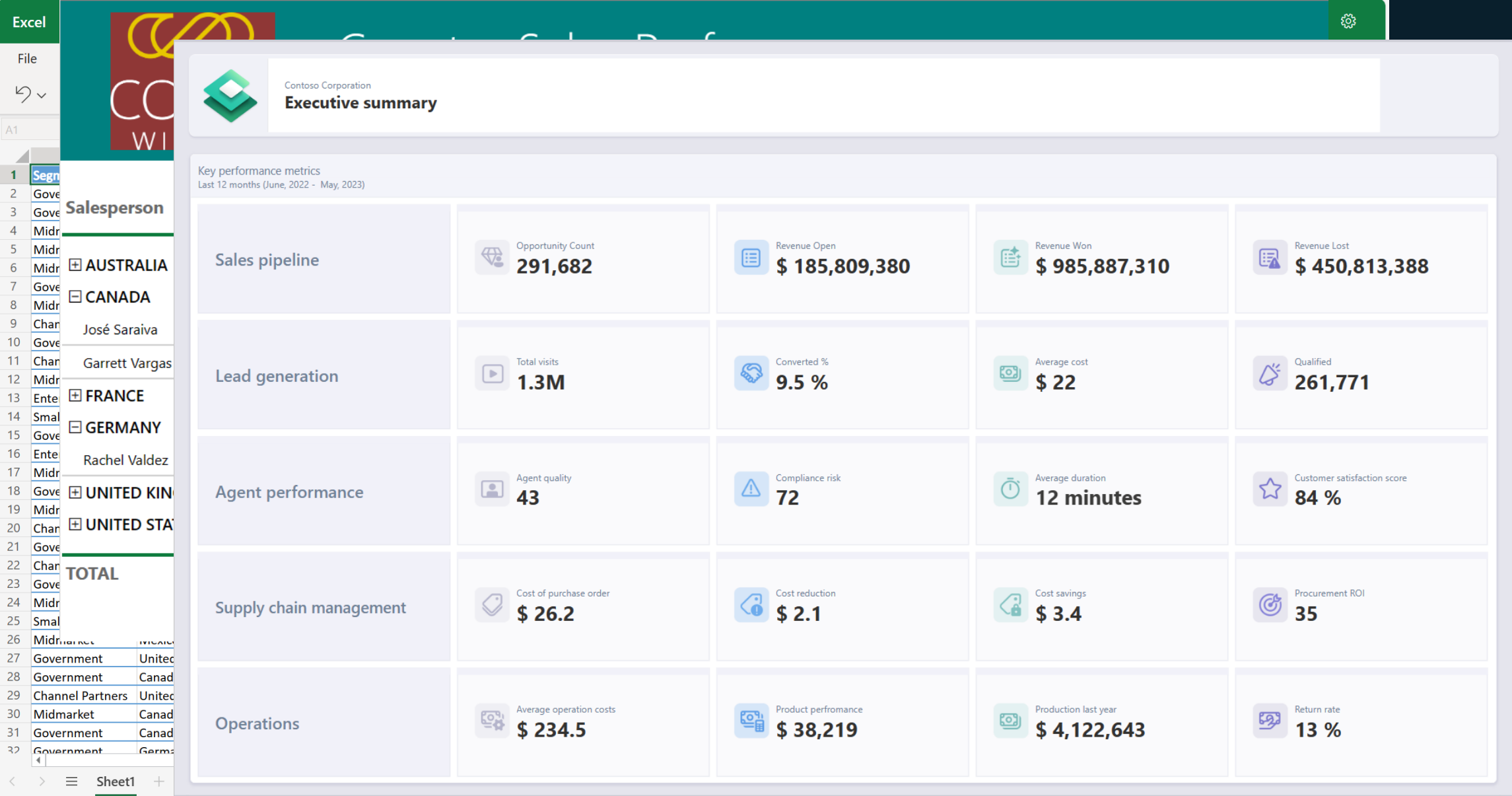
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# How do you use data today?

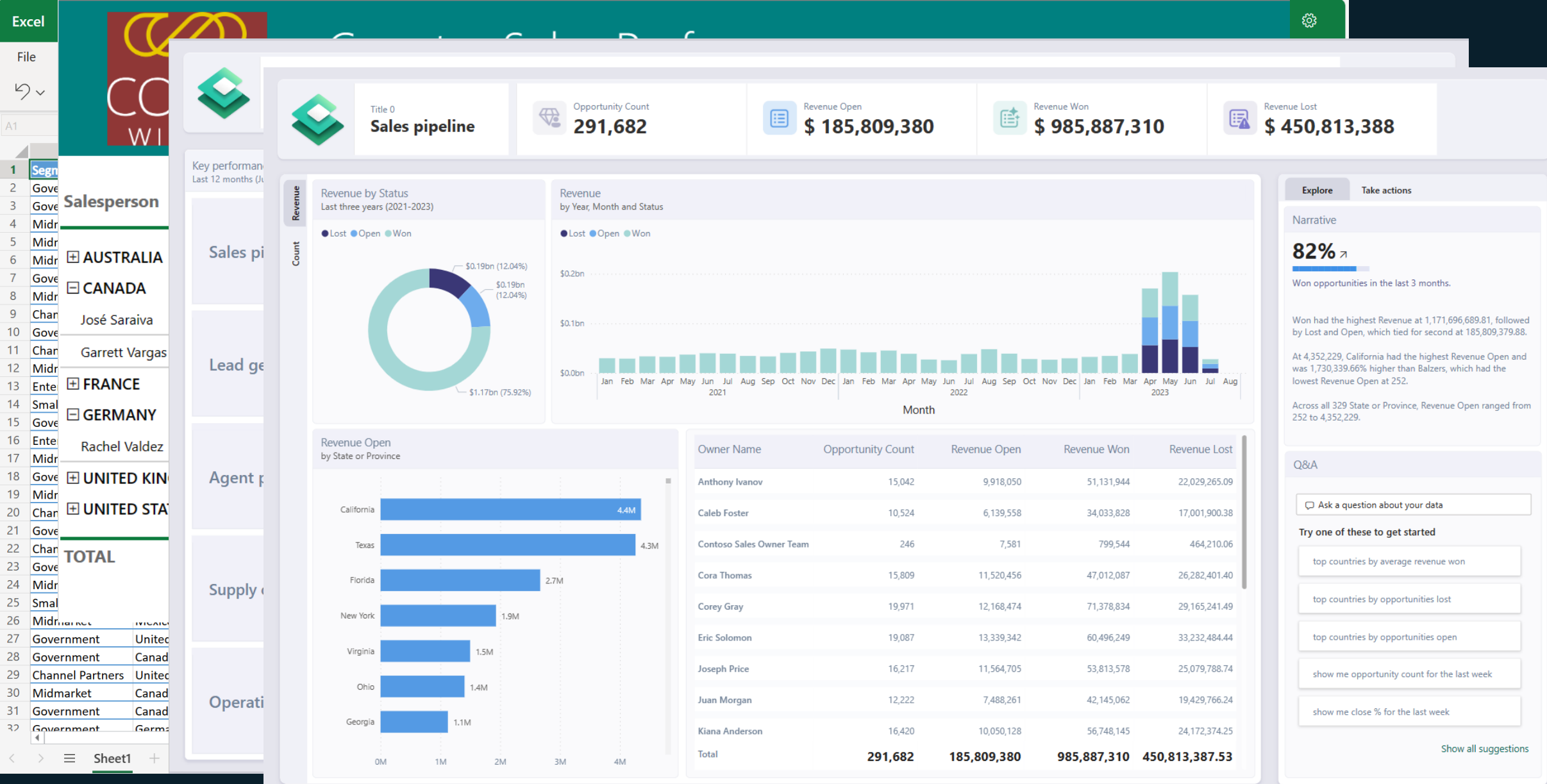


# How do you use data today?





# How do you use data today?



# 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

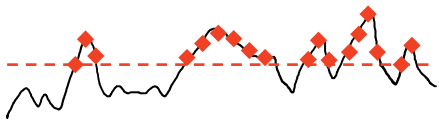


Empowered experts  
Fast iteration  
Every department

# More examples

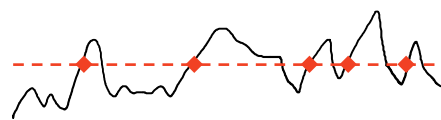
**Greater than  
a threshold**

"Alert me when the  
temperature exceeds 32F."



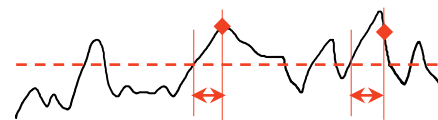
**Crosses above  
a threshold**

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



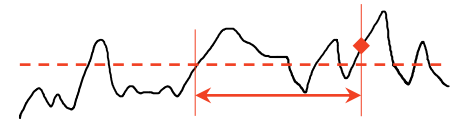
**Crosses above and  
stays above**

"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

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Synapse Real  
Time Analytics



Power BI



Data  
Activator



OneLake

# How can we get to no-code actions?

SYSTEMS OF  
INTELLIGENCE



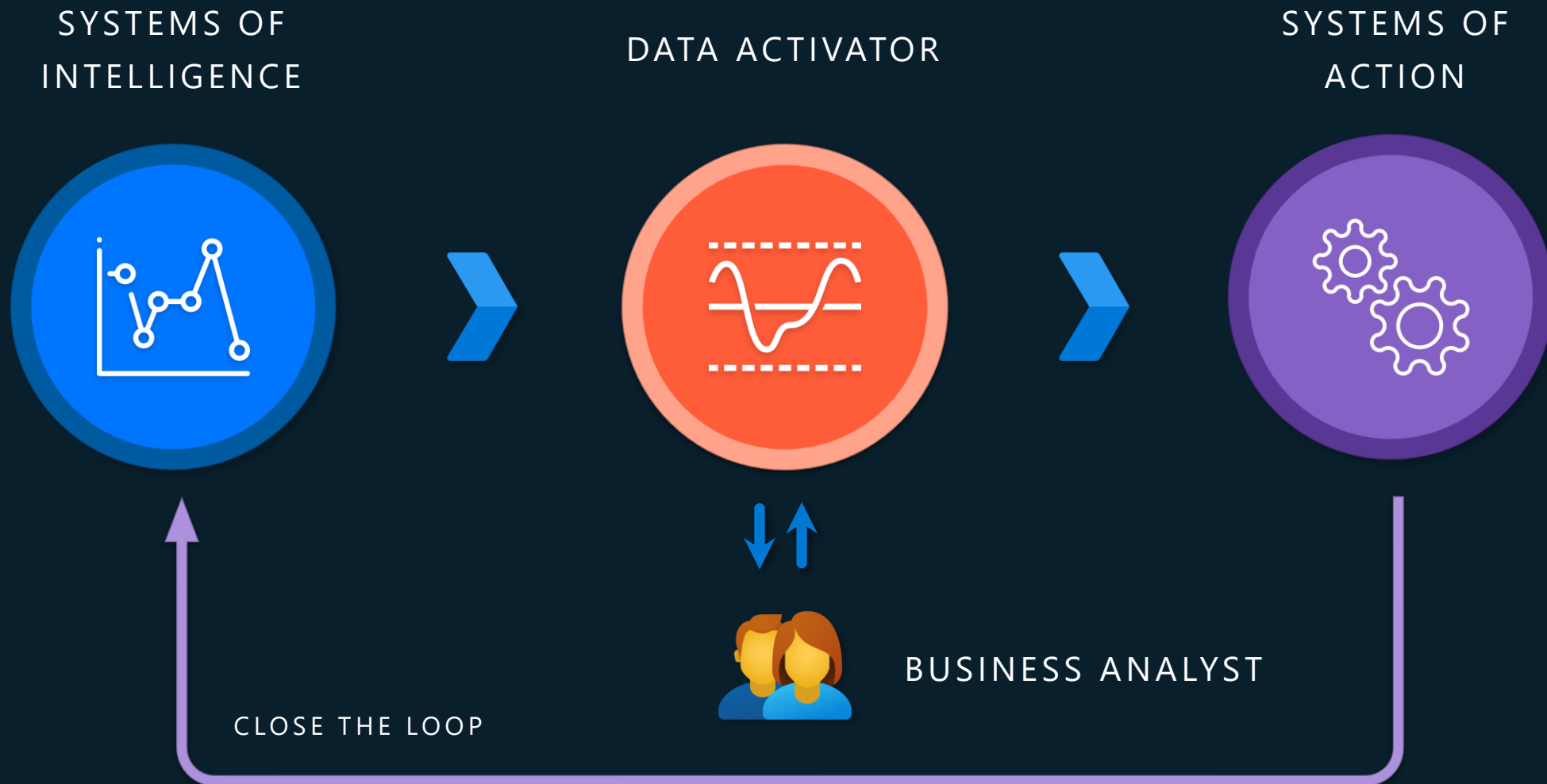
SYSTEM OF  
DETECTION



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

# 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>



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