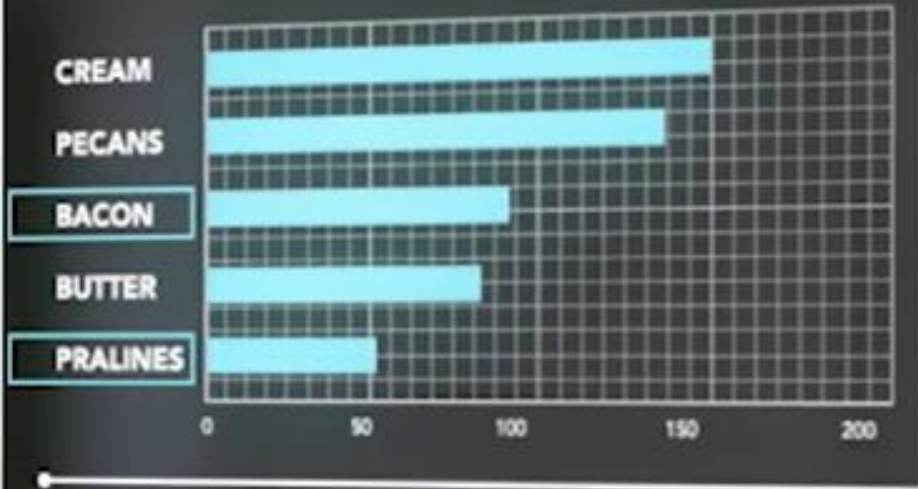


**BEST SELLER:
PECANS & CREAM**

▣ SOCIAL AFFINITY SEARCH



SENTIMENT ANALYSIS: BACON + PRALINES



Cortana Analytics Suite

Transform Data Into Intelligent Action

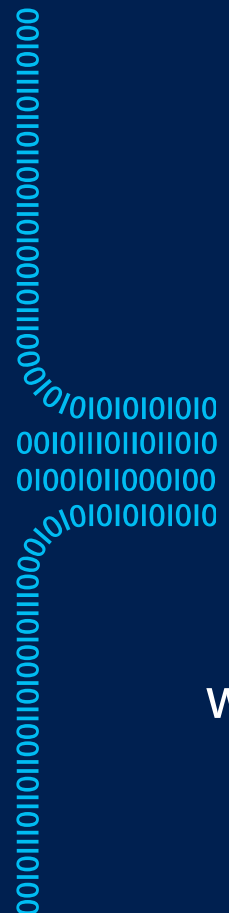
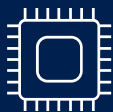
Bianca Furtuna

Technical Evangelist

Microsoft

Accelerating the speed of business





Intelligent action

What happened? Why did it happen? What will happen? Wh

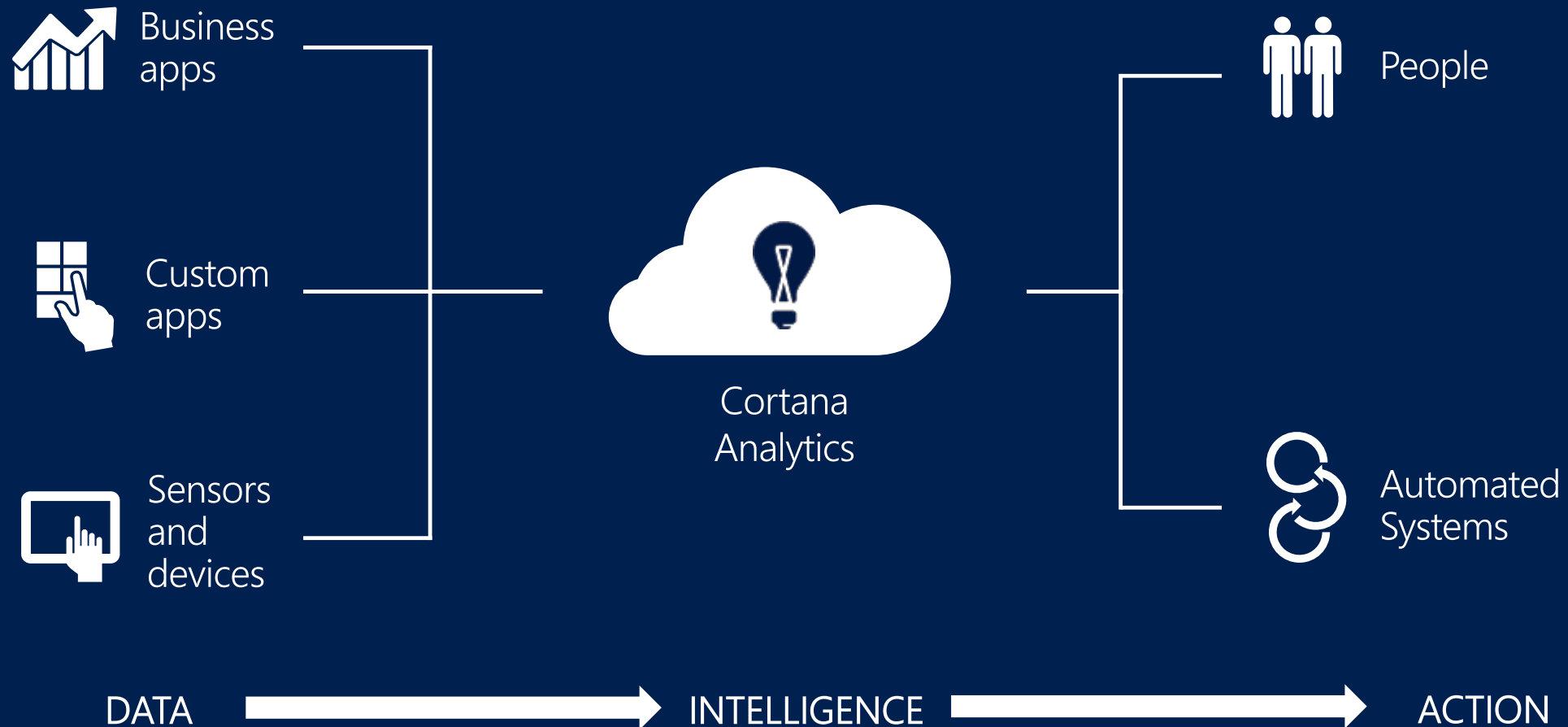
Cortana Analytics Suite

A fully managed Big Data and Advanced Analytics Suite that transforms your data into intelligent action.



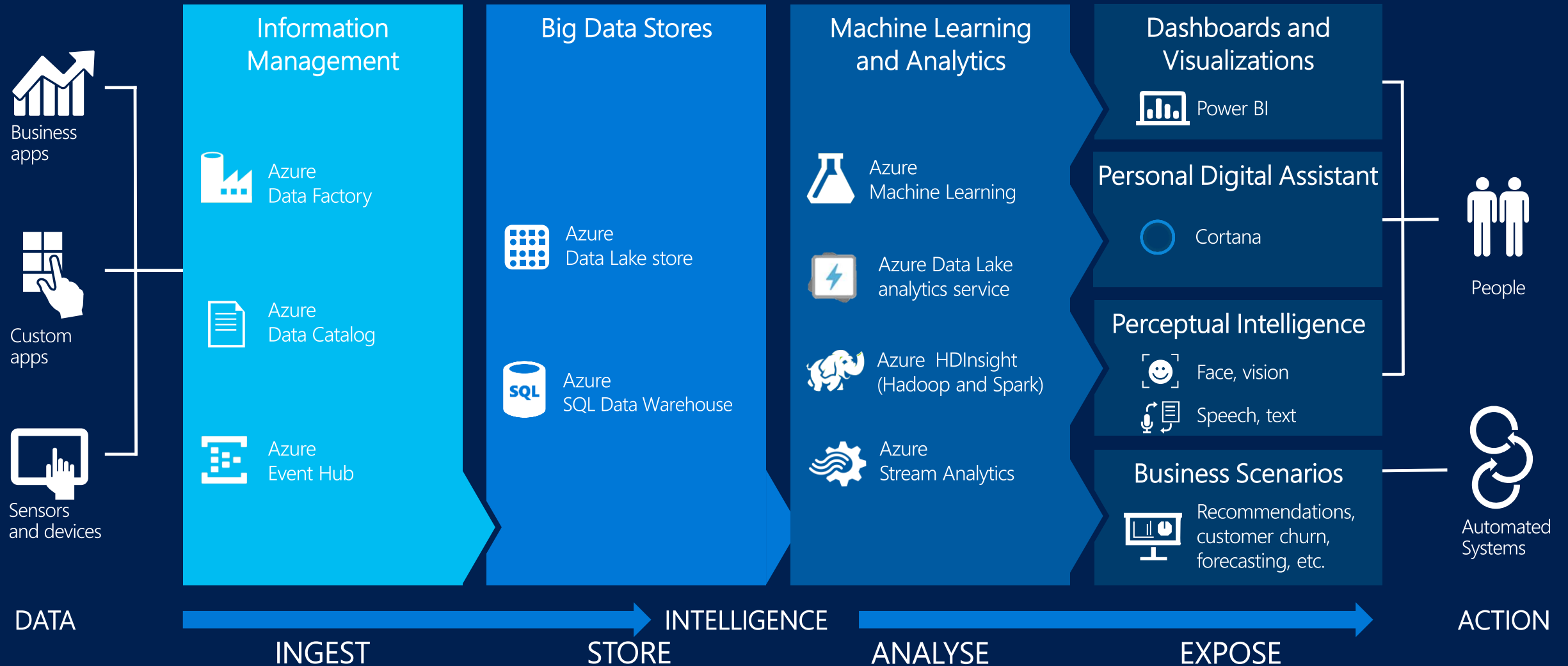
Cortana Analytics Suite

Transform data into intelligent action



Cortana Analytics Suite

Transform data into intelligent action



Cortana Analytics scenarios



EXAMPLE SOLUTIONS



Sales
and marketing



Finance
and risk



Customer
and channel



Operations
and workforce



Customer acquisition



Fraud detection



Lifetime customer value



Pay for performance



Cross-sell and upsell



Credit risk management



Personalized offers



Operational efficiency



Loyalty programs



Product recommendation



Smart buildings



Marketing mix
optimization



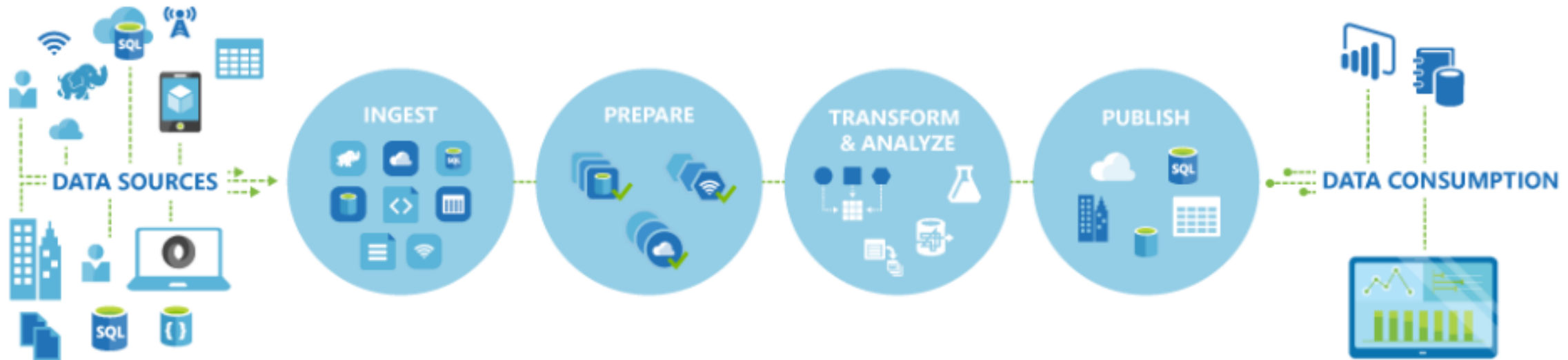
Predictive maintenance



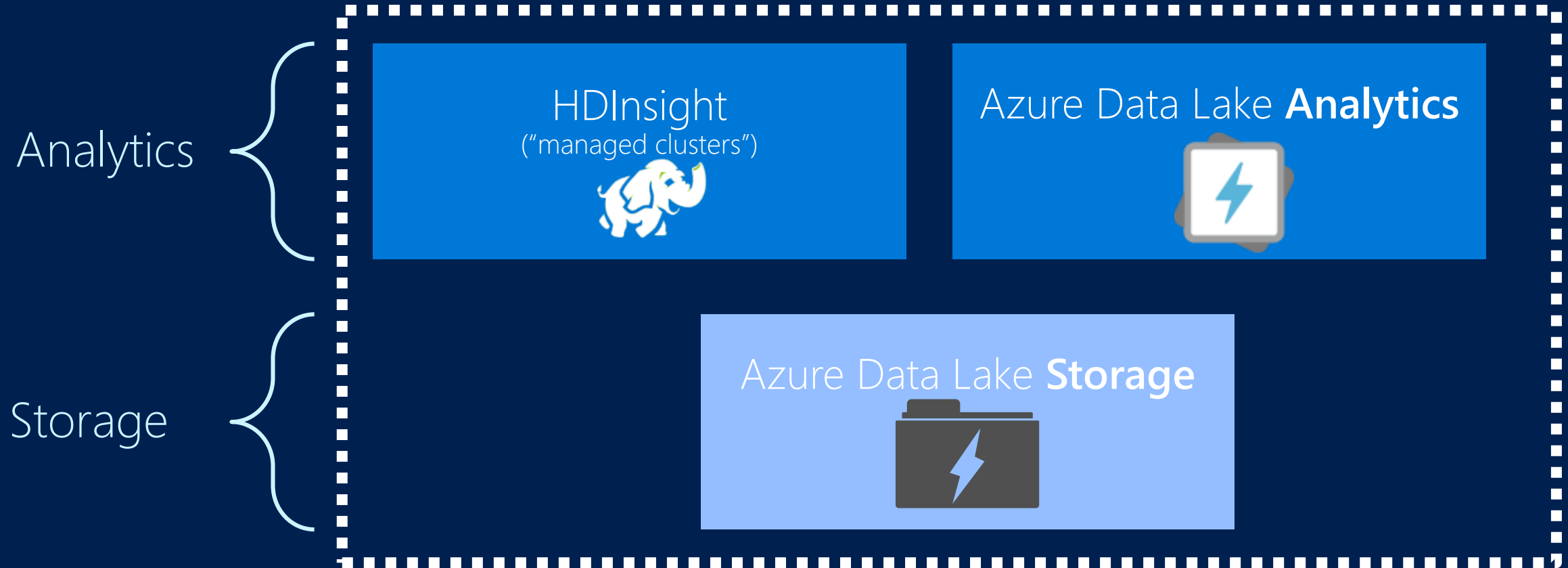
Supply chain
management

Azure Data Factory

A managed cloud service for building and operating data pipelines

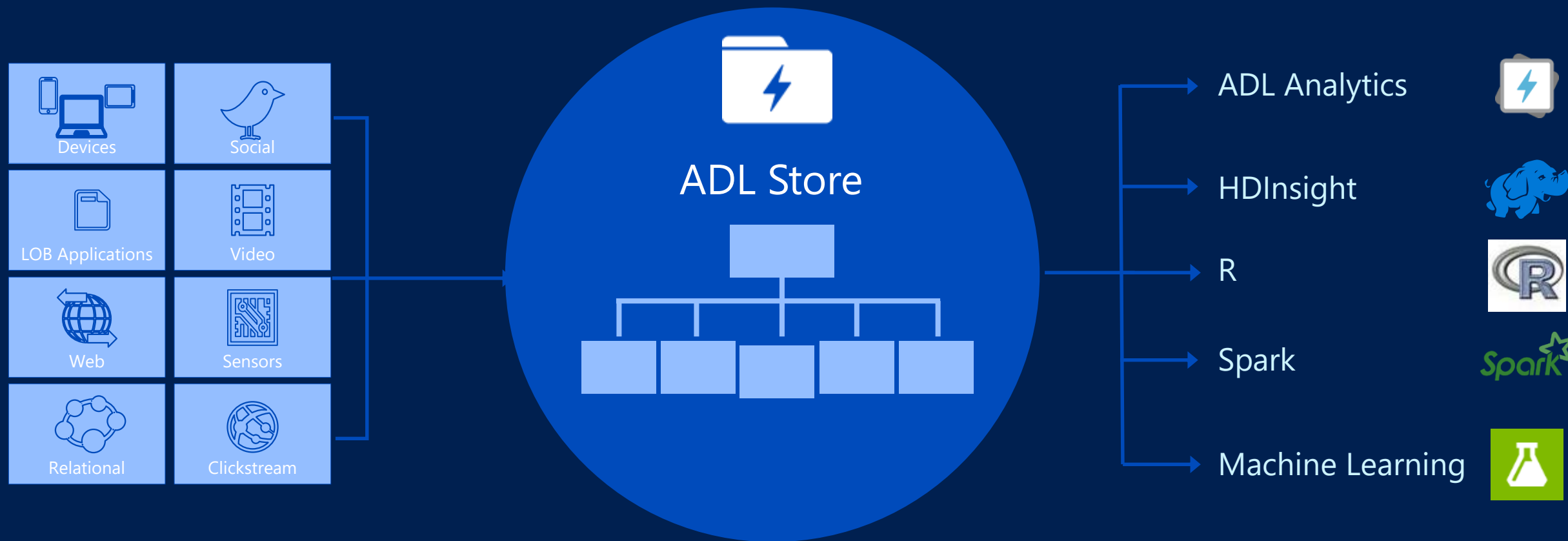


Azure Data Lake



What is Azure Data Lake Store?

A highly scalable, distributed, parallel file system in the cloud specifically designed to work with multiple analytic frameworks



Azure Data Lake Analytics

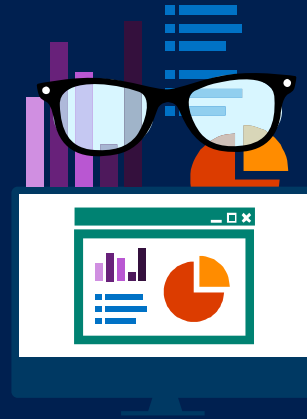
All data



Productivity
from day one



Easy and
powerful data
preparation



Limitless scale



Enterprise-
grade



Azure Data Lake Analytics Service

A new distributed
analytics service



- Built on **Apache YARN**
- **Scales dynamically** with the turn of a dial
- **Pay by the query**
- Supports **Azure AD** for access control, roles, and integration with on-prem identity systems
- Built with **U-SQL** to unify the benefits of SQL with the power of C#
- Processes data **across Azure**

Work across all cloud data



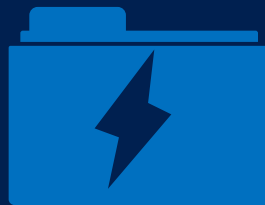
Azure Data Lake Analytics



Azure SQL DW



Azure SQL DB



Azure Data Lake Store



Azure Storage Blobs



SQL DB in an Azure VM

Azure Machine Learning

