

AI-Powered Analytics Platform

Unlocking Business Value with Data & AI

Presented for: E-Commerce Company

Presented by: Senior Director, Cloud Strategy & Architecture,
Microsoft

Executive Summary: From Data to Decisions

Challenge:

- Data silos preventing a unified view of the customer.
- Slow "Time-to-Insight" (days/weeks) hindering reactive decision making.
- Missed revenue opportunities due to lack of personalized recommendations.

Strategic Value:

Upendra Kumar | Azure Solutions Architect | Leadership Portfolio

Leadership & Strategic Challenges

Data Strategy:

- **Data Governance:** Established the Data Governance Council to resolve ownership disputes between Marketing and Sales.
- **Ethical AI:** Authored "Responsible AI" guidelines to ensure privacy and bias mitigation.
- **Adoption Drive:** Launched the internal "Data Academy," increasing self-service BI adoption by 40%.

Solution Architecture: Modern Data Warehouse

Core Components:

- **Azure Synapse Analytics:** Unified workspace for Big Data and Data Warehousing.
- **Azure Data Lake Gen2:** Scalable, secure storage for raw and processed data.
- **Azure Machine Learning:** Build, train, and deploy predictive models.
- **Power BI:** Interactive dashboards for business stakeholders.

Business Outcomes & Success Metrics

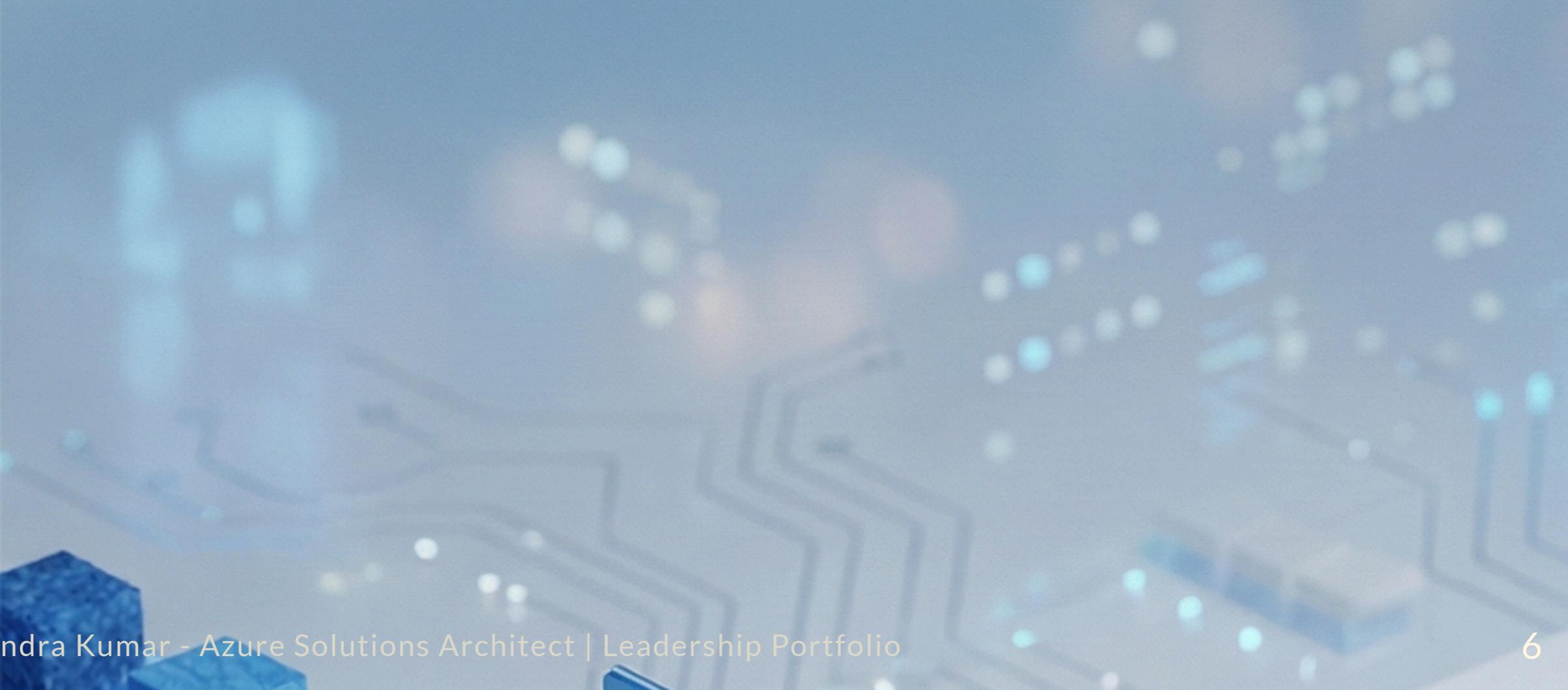
Key Performance Indicators (KPIs):

- **Revenue:** 15% increase in cross-sell revenue via recommendations.
- **Efficiency:** 90% reduction in manual data preparation time.
- **Adoption:** 100% of business units accessing self-service BI.

Next Steps:

1. Provision Synapse Workspace and Data Lake.
2. Ingest historical sales data.
3. Develop Proof of Concept (PoC) Recommendation Model.

Visual Journey: The AI Value Chain



Thank You

Let's Build the Future of Cloud Together

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[Portfolio Site](#)